JULY 25, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Where RESPONSIBILITY *matches* DEPENDABILITY

• The lighthouse and its guiding beam is an age-old symbol of responsibility and dependability.

Today, when people of every city, town and hamlet eagerly await information concerning new products, services and new methods of doing old tasks—radio's responsible, dependable guiding beam is playing its biggest role.

Being a man-made service, the usefulness of broadcasting is limited only to the skill and research that go into its finished product.

The Fort Industry Company, today, is recognized as one of the outstanding examples of broadcasting at its best. A Fort Industry Station delivers advertising as specified—tailor-made to the requirements of the advertiser. The Fort Industry Company not only sells its clients radio time, but also the opportunity of reaching seven of America's major markets at a lower listener cost—while increasing sales volume and the acceptance of a specified product.

It's The Fort Industry Company's old time habit of keeping abreast of all that is new in radio that makes all Fort Industry Stations so proud of their mutual record of responsible and dependable broadcasting.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

You Can Bank On A Fort Industry Station

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla.
WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

IN THIS ISSUE: VIDEO STATION GRANTS TO JULY 22 . . . 1946

WHEN IT'S "FAIR" WEATHER

WLS TALENT IS IN DEMAND

THROUGHOUT MIDWEST AMERICA—

207 fairs and celebrations on WLS personal appearance calendar by June 1

When Midwest America plans its county and state fairs, its community celebrations of every kind, the WLS Artists Bureau telephones and mail room get *busy.*

For Midwesterners have relied on WLS talent to spark their shows for more than two decades—so long that WLS is a "must," like the pink lemonade, the hamburger stand, or the sideshow barker.

This is another form of WLS results—the demand that has *already* resulted in 207 bookings this year—that brought 172,750 people to see WLS acts in personal appearances during the first half of 1946—that will lead WLS entertainers to travel a total of more than a quarter-million miles this year, throughout the Middlewest and even beyond.

In million-a-year mail response—in demand for our entertainers—in genuine service—in sales for reliable products, WLS GETS RESULTS!

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*

GLENN SNYDER *Manager*

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

Yankee goes to Detroit

Exclusive - for - New England Coverage of Automotive Golden Jubilee

Four members of Yankee's Special Features Department, under the direction of Linus Travers, Executive Vice-President of The Yankee Network, recently returned from the Automotive Golden Jubilee celebration in Detroit. They brought with them, via Wire Recorder, behind-the-scenes interviews with top-ranking executives of the automotive industry; PLUS an important message from Governor Kelly of Michigan especially directed to New England dealers, future customers and to the six New England governors.

"Yankee goes to Detroit", another example of on-the-spot reporting of headline events, was broadcast June 8, 10 to 11 PM from WNAC, Boston, over Yankee stations in New England; and presented before the Massachusetts State Automobile Dealers Association 6th Annual Convention, Boston, June 18.

ILLUSTRATIONS: 1. Mary Grace Simescu, Queen of the Golden Jubilee with George W. Mason, President of the Automobile Manufacturers Association and President of Nash-Kelvinator. Wire-recorded interviews include: 2. Chrysler Corporation; 3. Henry Ford II; 4. General Motors; 5. De Soto Division of Chrysler; 6. Nash Motors; 7. Chevrolet Division, General Motors; 8. Packard Motor Car Company.

THE YANKEE NETWORK INC.

Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

NEW OWNERSHIP in offing for KSTP, 50,000-w Twin City outlet of NBC. Shields and Brown estates (formerly key stockholders of National Battery Co.), which hold 50% and 25% respectively of KSTP Inc., talking sale with Stanley E. Hubbard, president, general manager and owner of remaining 25%, because estates cannot expand into FM and television under trust agreements. Recalled that Hubbard since 1928 has held option to purchase Shield's 50% at best bona fide offer, since he founded station and has operated it more than 20 years. Conversation reported centered around $600,000 evaluation proposal by Hubbard, who evidently will not dispose of his quarter and desires to exercise his option.

GEORGE BOLLING, manager of New York Office of John Blair & Co., reported leaving to organize own station representative firm.

TOP LEVEL NBC executives said discussing feasibility of organizing package-program unit within network's Program Development Dept. to build shows for use not only on NBC but for sales to other networks.

WOR New York planning organization of autonomous unit as station representative for top Mutual outlets. Unit would be administratively and operationally independent of WOR, but owned by New York Station. Robert Wood, now commercial program director, would head new unit.

REPORTS current that Compton Adv., co-sharer with Benton & Bowles of Procter & Gamble Co. account, urging latter agency to replace its *Glamor Manor* program Monday through Friday on ABC, with *Fifty Club* now on WLW Cincinnati only.

WASHINGTON scene observers with weather fingers to wind do not see wholesale duplication of clear channels everywhere but get impression FCC is pondering prospects of doubling up on perhaps half dozen channels east of Appalachians and west of Rockies.

WHY DOESN'T NAB invite Gen. "Ike" Eisenhower as key speaker at NAB Convention in Chicago Oct. 21-24? Radio having performed as fourth arm of offense in ETO, General Ike has real story to tell of its role as implement of modern warfare. He should be key speaker at special dinner session, with no other business transacted.

THOUGH formal adoption of Avco advertising rule governing station sales is still pending (but expected soon), some FCC members not too excited about its importance, claiming main value is to help keep Commission's skirts clean in passing on transfers. Contributing factor may be that only four applications out of several dozen applicable cases have drawn competing bids. Until final decision on rule,

(Continued on page 105)

Upcoming

July 30: Washington FM Oral Argument, FCC Hqtrs., Washington, D. C.

July 30: KQW Transfer, Oral Argument, FCC Hqtrs., Washington, D. C.

Aug. 3-8: NAB Board Meeting, Hotel Stanley, Estes Park, Colo.

(See page 50 for other upcomings.)

Bulletins

ORGANIZATION of television field by International Alliance of Theatrical Stage Employes and Motion Picture Operators (AFL) urged in resolution referred to IATSE executive board at Chicago convention Friday. President Richard F. Walsh, however, promised union would protect rights of members in television field.

CONFER ON WXYZ SHIFT

ABC OFFICIALS in Detroit today conferring with George W. Trendle and H. Allen Campbell in connection with ABC's assumption of WXYZ Detroit. Network executives attending conference: Edward J. Noble, chairman of board; Mark Woods, president; Robert E. Kintner and John H. Norton Jr., vice presidents, and Joseph A. McDonald, secretary and general attorney.

Business Briefly

MBS NEWS OFFERING ● Recorded news shows, compiled from U. S. and overseas correspondents' reports, produced in radio newsreel technique by Mutual, offered for sponsorship. At least one advertiser reported interested. MBS may clear 7:30-45 p.m. spot for show.

SUTHO SUDS PLANS ● Sutho Suds Inc., Indianapolis (soapless detergent), plans radio campaign in New York market. Rodway Sales Corp., New York, sales agent, reported negotiating with WOR for program.

'ACES' PLACEMENTS ● Frederic W. Ziv Co., Cincinnati, reports following new sponsors and stations for transcribed *Easy Aces:* Lawson Furniture Co., WJTN Jamestown, N. Y.; Skillern Drugs through Grant Adv.; KRLD Dallas; Cowles Broadcasting Co., WOL Washington; Frank & Seder Dept. Store through E. L. Brown Agency, WPEN Philadelphia; Atlas Fashion Co., WPAY Portsmouth, Ohio; New River Co., WJLS Beckley, W. Va.; Peter Hand Brewery through BBDO, WMAQ Chicago. KFAM St. Cloud, Minn., and KVAN Vancouver, Wash., to carry *Easy Acts* as sustainer.

MALTEX RENEWS ● Maltex Cereals Co., Burlington, Vt., renewed sponsorship of Charles F. McCarthy's news period on WEAF New York, Sundays, 11:30-45 a. m. effective Sept. 1 for 52 weeks. Agency, Samuel G. Groot, New York.

FCC Warns FM Construction Must Move

READING RIOT act to FM grantees and permittees, FCC Friday threw weight behind FM development, warning it would brook no undue delay getting stations in operation and threatening to cancel grants or call new hearings wherever lack of diligence detected.

Commission released copy of new 16-question inquiry to go to all present and future permittees seeking details on efforts to secure FM equipment, prospects for delivery, and steps taken to provide "interim" FM service.

Time for conditional grantees to submit requested extra engineering or other information sliced from 90 to 30 days. If "undue delay" occurs, FCC "will review the grant to determine whether the application should be designated for hearing and the grant cancelled."

If permittee seeks extension of CP-set completion date (eight months after issuance) and seems undiligent in constructing station as quickly as possible, FCC will review request "with particularity to determine whether such extension application should be granted or designated for hearing."

Though complete equipment may not be immediately available, Commission "expects permittees to use interim equipment to provide an early FM service and to install remaining equipment as rapidly as it becomes available." This factor, as well as permittee's efforts to secure equipment and materials, considered in acting on requests for more time.

Interim equipment now being used by several conditional grantees and permit holders, FCC said.

Serving notice that 90 days "is no longer considered necessary" for submission of additional engineering material that may be requested of grantees, Commission noted recent FM rules changes provide brackets of antenna height and effective radiated power for Class A and Class B stations, so that "a considerable number of applications may, therefore, be completed without individual request for further information."

FCC said it is issuing CPs as quickly as possible after receiving necessary information, expects FM station construction to be "carried forward expeditiously."

Engineering approvals and final CPs, heretofore sometimes announced individually,

(Continued on page 106)

SPOT RADIO DELIVERS SALES

Excuse us please for taking over the Standard Rate & Data masthead for commercial purposes. These initials have great significance to advertisers and their agencies and since spot radio delivers sales so fast and so inexpensively, the tieup is natural.

Spot radio is also the "natural" for any advertiser who wants flexibility in his schedule, selectivity in his markets and results in his sales department.

REPRESENTED NATIONALLY BY

* * * EDWARD PETRY & CO., INC. * * *

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	BBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
WFAA	Fresno	CBS
WBAP	Detroit	CBS
KGKO	Hartford	MBS
KARM	Houston	NBC
WJR	Kansas City	NBC
WONS	Lincoln	ABC
KPRC	Little Rock	NBC
WDAF	Los Angeles	NBC
KFOR	Louisville	CBS
KARK	Lowell-Lawrence	MBS
KFI	Milwaukee	NBC
WHAS	Mpls.-St. Paul	NBC
WLLH	Nashville	NBC
WTMJ	New Orleans	NBC
KSTP	Norfolk	NBC
WSM	Omaha	ABC
WSMB	Portland, Ore.	NBC
WTAR	Providence	MBS
KOIL	Richmond	ABC
KGW	Salt Lake City	CBS
WEAN	San Antonio	NBC
WRNL	San Francisco	CBS
KSL	Seattle	NBC
WOAI	Shreveport	NBC
KQW	Spokane	ABC
KOMO	Springfield	CBS
KTBS	Syracuse	ABC
KGA	Tulso	NBC
WMAS	Wichita	CBS
WAGE	Worcester	MBS
KVOO		
KFH		
WAAB		

THE YANKEE AND TEXAS QUALITY NETWORKS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

America's Highest Incomes...

COMPLETE MARKET COVERAGE BY AN OUTSTANDING RADIO STATION

KIRO's 50,000-watt Transmitter—Vashon Island

The State of Washington had the *highest* per capita income in the United States in 1945. Oregon had the *seventh* highest.

Radio Station KIRO, Seattle-Tacoma, serves large areas in these rich states — and parts of Canada — with 50,000 watts power at 710 kc.

Here in this land of high incomes and rapid industrial expansion, KIRO is recognized as a leader in programming, market coverage and public service.

When you think of prosperous customers — think of the Pacific Northwest. And when you think of complete radio service in this market*— think of KIRO . . . it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.

SEATTLE TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Irving Kipnes, Cleo Kathas.

BUSINESS
MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden, Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office
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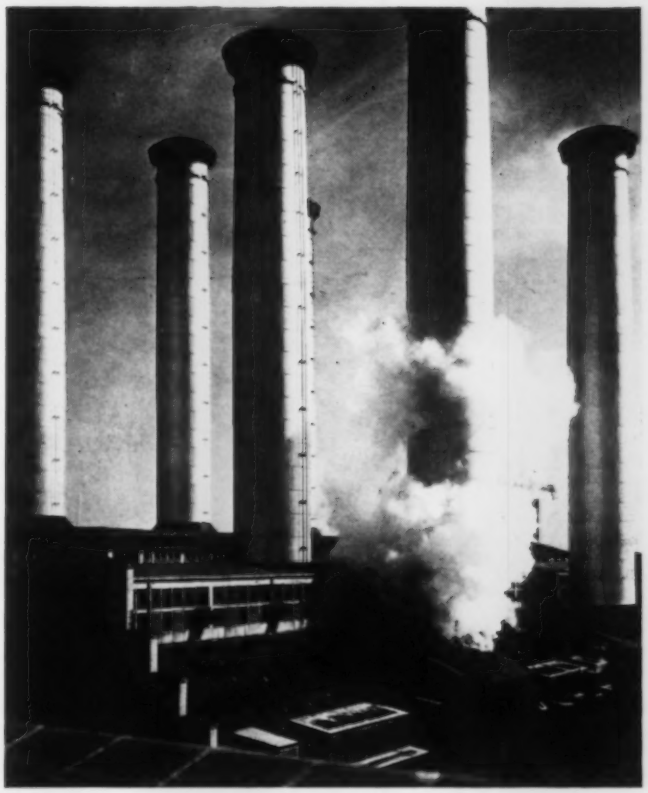


A wide range of *INDUSTRIES* shape the NASHVILLE market

Major markets are shaped by their industrial activity . . . In the Nashville area over 35 separate industries produce hundreds of articles valued at over 85 million dollars annually . . . These factories directly employ thousands—and their payrolls shape the growing prosperity of this great market . . . The one million people in Nashville's trade area spend over 356 million dollars each year in retail stores alone . . . That's the major market you can count on when WSIX is broadcasting your sales message.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy!

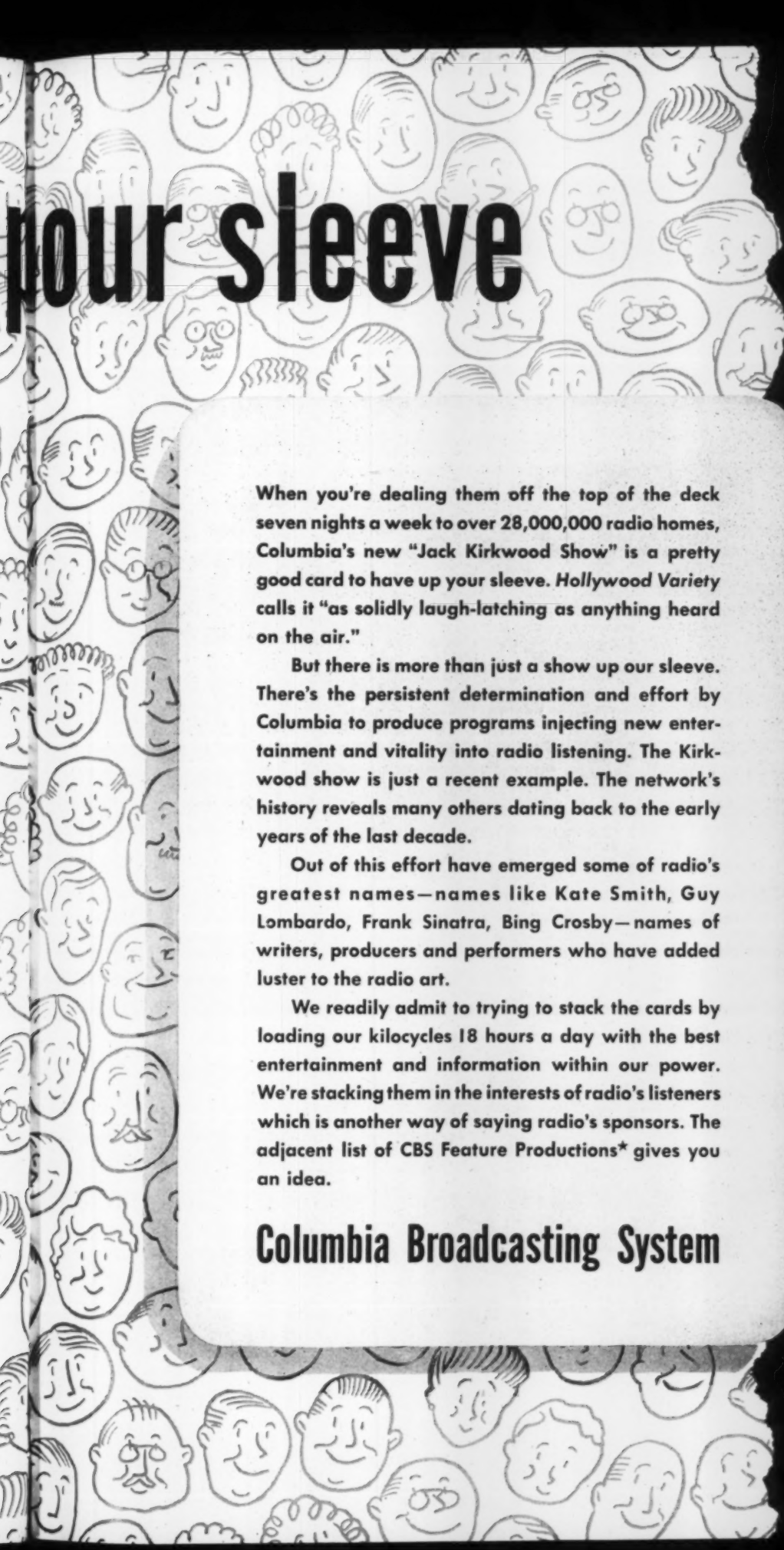
5,000 WATTS 980 K.C.

AMERICAN

MUTUAL

Represented Nationally by **THE KATZ AGENCY, Inc.**

Something else up



pour sleeve

When you're dealing them off the top of the deck seven nights a week to over 28,000,000 radio homes, Columbia's new "Jack Kirkwood Show" is a pretty good card to have up your sleeve. *Hollywood Variety* calls it "as solidly laugh-latching as anything heard on the air."

But there is more than just a show up our sleeve. There's the persistent determination and effort by Columbia to produce programs injecting new entertainment and vitality into radio listening. The Kirkwood show is just a recent example. The network's history reveals many others dating back to the early years of the last decade.

Out of this effort have emerged some of radio's greatest names—names like Kate Smith, Guy Lombardo, Frank Sinatra, Bing Crosby—names of writers, producers and performers who have added luster to the radio art.

We readily admit to trying to stack the cards by loading our kilocycles 18 hours a day with the best entertainment and information within our power. We're stacking them in the interests of radio's listeners which is another way of saying radio's sponsors. The adjacent list of CBS Feature Productions* gives you an idea.

Columbia Broadcasting System

*A PARTIAL GUIDE TO CBS FEATURE PRODUCTIONS

"CBS WEEKLY NEWS REVIEW"
Sunday, 2:30 to 3 p. m. E.D.T.

"VIVA AMERICA"
Sunday, 6:30 to 7 p. m. E.D.T.

"RICHARD LAWLESS"
Sunday, 8 to 8:30 p. m. E.D.T.

"MILTON BERLE IN KISS AND MAKE UP"
Monday, 9 to 9:30 p. m. E.D.T.

"THE JACK KIRKWOOD SHOW"
Monday, 9:30 to 10 p. m. E.D.T.

"THEATRE OF ROMANCE"
Tuesday, 8:30 to 8:55 p. m. E.D.T. (SOLD)

"ARTHUR GODFREY'S TALENT SCOUTS"
Tuesday, 9 to 9:30 p. m. E.D.T.

"NIGHT LIFE"
Tuesday, 10 to 10:30 p.m. E.D.T.

"THE WHISTLER"
Wednesday, 8 to 8:30 p. m. E.D.T.

"INTRIGUE"
Wednesday, 9:30 to 10 p. m. E.D.T.
(Starting July 24)

"SUSPENSE"
Thursday, 8 to 8:30 p. m. E.D.T. (SOLD)

"CRIME PHOTOGRAPHER"
Thursday, 9:30 to 10 p. m. E.D.T.
(SOLD, Starting August 8)

"THAT'S LIFE"
Thursday, 10 to 10:30 p. m. E.D.T.

"SWEENEY & MARCH"
Friday, 8:30 to 8:55 p. m. E.D.T.

"HAWK DURANGO"
Friday, 10:30 to 11 p. m. E.D.T.

"LET'S PRETEND"
Saturday, 11:05 to 11:30 a.m. E.D.T. (SOLD)

"DANNY O'NEIL AND GUESTS"
Saturday, 8:30 to 8:55 p. m. E.D.T.

"OKLAHOMA ROUND-UP"
Saturday, 10:15 to 10:45 p. m. E.D.T.

"CINDERELLA, INC."
Mon. through Fri., 3:30 to 4 p. m. E.D.T.

"WINNER TAKE ALL"
Mon., Wed., Fri., 3 to 3:30 p. m. E.D.T.

"GIVE AND TAKE"
Mon., Wed., Fri., 4:30 p. m., Sat., 10 a. m.
E.D.T. (SOLD)

KFOR

In Nebraska's second market, only one radio station makes it a policy to serve that market alone. That's KFOR. People in the Lincoln area know that KFOR is constantly on the job serving them with well-produced local programs that appeal *directly* to them. They know that KFOR keeps them well informed with intelligent news broadcasts and far more special features in the public interest than any other station.

So listeners in the Lincoln area keep their dials set at 1240 KFOR, the station that serves them best. You can sell this loyal audience at very low cost. Contact KFOR or Edward Petry for availabilities in spots and local shows that can do the job for you competently and effectively.

Represented By
EDWARD PETRY CO., INC.

NEBRASKA'S 2nd MARKET
GORDON GRAY, *Vice Pres. and General Manager*
HARRY PECK, *Station Manager*
BASIC ABC-1240 KC
LOCAL CHANNEL

Feature of Week

HOMES were found for 150 forgotten children as the result of the first six broadcasts in a KYA San Francisco series, dramatizing the stories of youngsters left homeless in the Golden Gate area.

A shocking increase in the number of children left homeless since the war, more acute in San Francisco than other parts of the country, was noted by KYA news editors, who decided to do something about it.

The answer was to bring these stories to public attention. *A Trellis For The Vine*, the program KYA originated to fill this need, quickly enlisted the support of the Community Chest and of many public officials who discuss the urgency of the subject for 10 minutes of each half-hour presentation. The program, written by H. B. Rossen, editor of the KYA News Bureau, is heard twice a week on Saturday evening and Tuesday morning. Twenty-six broadcasts are planned.

Through the cooperation of the charitable agencies every encouragement has been given to prospective foster parents. None of the children is available for adoption, and the agencies pay expenses of each child taken in by a family.

KYA's programs, believed to be the first in the country devoted to this service, point out community responsibility for the children not only as a kindness but as a means of preventing juvenile delinquency.

Sellers of Sales

A YOUNG MAN of foresight is James Templeton Kelley, newly appointed account executive of Earle Ludgin & Co., Chicago.

All of Jim's early jobs were stepping stones to his future. While still at Dartmouth he worked during summer vacations for Barton, Durstine & Osborn (before Batten) in New York, doing some of the first survey and market analysis work.

Following graduation he chose advertising as his vocation and in 1930 sought Bruce Barton, an old friend of the family, for advice in planning his career. Mr. Barton suggested that Jim get department store experience.

JIM

Jim moved to Chicago in March 1930, joined Marshall Field & Co., and became assistant buyer. He left in December for a better position at Sears, Roebuck & Co. where he remained for three and a half years. The first year he did merchandising and sales analysis work; later he advanced to editor of the retail sales bulletins.

With printing, retail advertising, and mail order experience behind him, Jim joined Barron G. Collier Inc., Chicago (transportation advertising) and after one year in the Indiana territory, he was transferred to the Twin Cities to manage the Northwest branch.

A year later, in 1935, Jim moved his brief case to Knox Reeves, Minneapolis to be in charge of new business and as account executive on a local bakery account, a coal account and Kelly Liquor Co. (no relative). At the end of the year, Mr. Reeves put him on a special assignment on General Mills (Wheaties) along with Bradbury Robinson, still with Knox Reeves, and later Lloyd Griffin, now with Free & Peters.

Wheaties had been testing baseball broadcasting in Des Moines and Minneapolis and were planning to expand nationally. The following six years Jim spent traveling (100,000 miles annually), buying time in large quantities, buying broadcasting rights from baseball clubs and supervising broadcasts for General Mills, Socony-Vacuum, and B. F. Goodrich Co.

In 1941 he returned to Chicago as general manager of Radio Advertising Corp., a subsidiary of Paul H. Raymer Co., remaining there until November 1942 when he joined the Navy. A gunnery and range officer at Great Lakes for 23 months, Jim then spent 14 months overseas at Pearl Harbor and Kahului Naval Air Base on Maui. Lieut. Commdr. Kelley returned to civilian life last December and joined Earle Ludgin in March. He is an account executive looking for new business.

Born in Seattle, Washington, April 8, 1907, Jim met his wife through Gilmore N. Nunn of the Nunn station, when he and Mr. Nunn were fishing in Florida. She is the former Margo Simpson, of Rochester, N. Y. They were married May 23, 1942.

In the hobby department fishing is tops, but Jim also enjoys hunting, photography and gunnery.

4 markets it pays to consider

WRAW
READING, PA.

WGAL
LANCASTER, PA.

WKBO
HARRISBURG, PA.

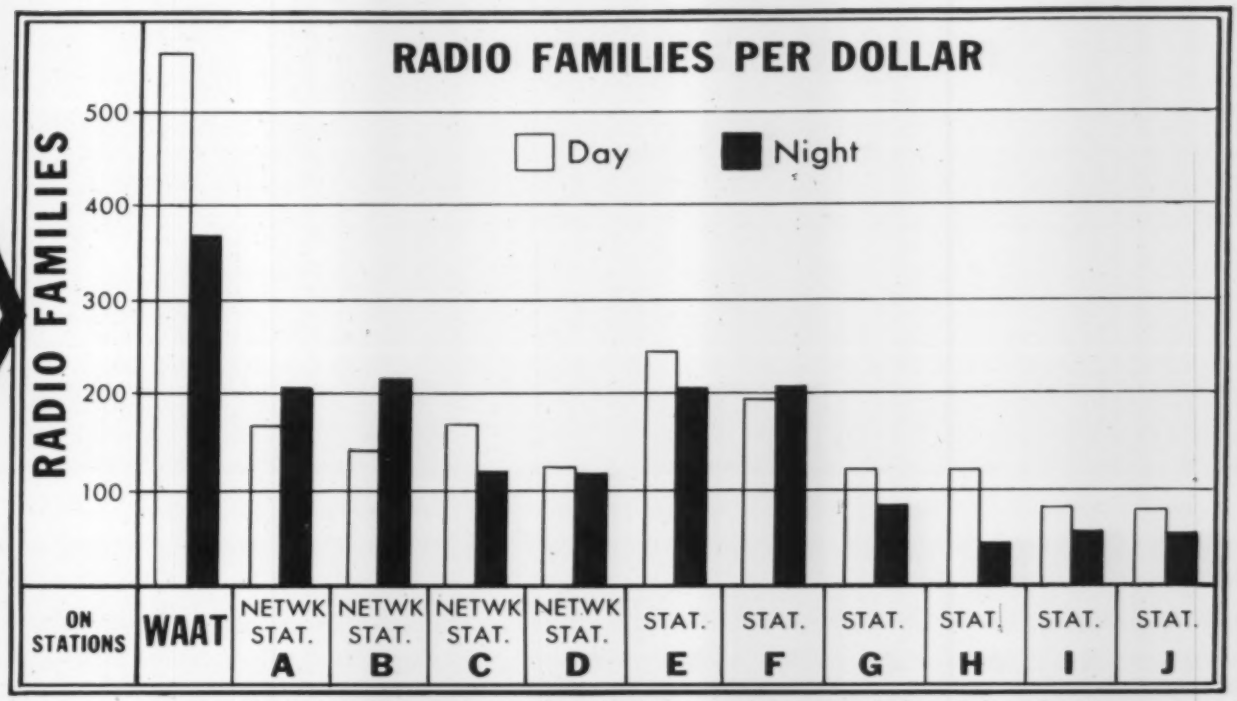
WORK
YORK, PA.

Market-wise time buyers looking for profitable sales have found these four growing markets outstanding buys. Write for information.

NBC
MUTUAL

Represented by
RADIO ADVERTISING COMPANY

How Far Does Your Dollar Go In America's 4th Largest Market?



Sources: The Pulse of North Jersey, Standard Rate and Data (Excluding Talent Costs)

Proving **... WAAT delivers more listeners in America's 4th Largest Market* than any other station ... including all 50,000-watters.**

WAAT

970 KC
NEWARK, N. J.

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

GREAT PUBLIC SERVICE FEATURES HELP BUILD A 10

Americans who like to keep well informed . . .

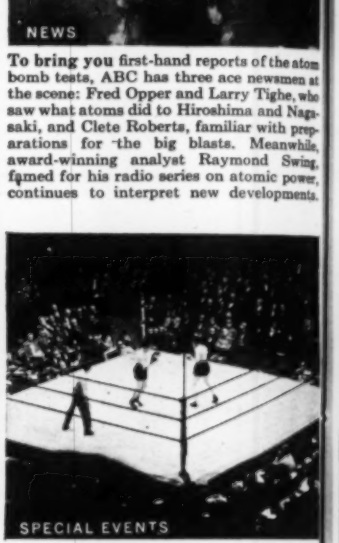
Listen to ABC

AMERICAN BROADCASTING COMPANY

To bring you first-hand reports of the atom bomb tests, ABC has three ace newsmen at the scene: Fred Opper and Larry Tighe, who saw what atoms did to Hiroshima and Nagasaki, and Clete Roberts, familiar with preparations for the big blasts. Meanwhile, award-winning analyst Raymond Swing, famed for his radio series on atomic power, continues to interpret new developments.

Every Thursday night a question of national importance is discussed pro and con by noted authorities on *America's Town Meeting of the Air*. This famous forum program—winner of every radio award in its field—typifies ABC's policy of presenting both sides of all major issues. On *Question for America*, Monday nights, questions selected by ABC news editors are covered from every angle.

Issues discussed at UN Security Council sessions and the Paris Peace Conference—dramatized to give historical background and to explain their significance in terms of world peace—are presented to ABC listeners Saturday afternoons on *To Live in Peace* with ABC commentator Walter Kiernan. The program features last-minute conference news, panel discussions, recordings of actual proceedings.



More people listened to ABC's broadcast of the Louis-Conn fight than to any other commercial program in radio history! And millions will tune in on the Graziano-Zale welterweight championship bout on July 25. Big events that stir public interest—such as the Mardi Gras in New Orleans, The National Open Golf Championship, the Penn Relays—all are described expertly by ABC reporters.

ABC takes no sides in controversies, attempts to give each side a chance to tell its views to the nation. On *Labor U. S. A.*, broadcast Saturday nights, leaders in the C. I. O. and the A. F. L. relate labor's side of current affairs. On the program immediately following, the N. A. M. and the U. S. Chamber of Commerce explain many present-day problems besetting management.

On-the-spot coverage of major agricultural events, from stock shows and sales to farm forums and state fairs, is provided every Saturday on ABC's program, *The American Farmer*. Besides keeping listeners posted on up-to-the-minute farm news, the program brings them timely discussions by U. S. Department of Agriculture experts, helps them keep pace with modern farming methods.

In war or peace, Americans must be kept informed as to the nation's military strength. *Warriors of Peace*, an ABC Sunday afternoon program, dramatizes the peacetime work of the U. S. Army. It helps the public understand the framework of the military organization set up for its defense—explains how the Army, during years of peace, builds and works for the nation's general welfare.

MORE LOYAL AUDIENCE FOR ABC ADVERTISERS . . .

ABC broadcasts the services of three faiths each Sunday. *Message of Israel* (United Jewish Laymen's Committee) is a worship service with traditional music and sermons by noted rabbis. *The Hour of Faith* (National Council of Catholic Men) features addresses, prayers and musical selections. *National Vespers* (Federal Council of Churches) has well-known Dr. Harry Emerson Fosdick as speaker.

Graduates of *Coast to Coast on a Bus* include Rise Stevens, Nancy Kelly and the Mauch twins—once-upon-a-time regulars in ABC's famous Sunday morning show by and for children. For twenty years child listeners have grown up with its melodies, stories and comedy. Madge Tucker leads a full hour of fun with Milton Cross, the Bunny Bus Chorus and radio's greatest junior cast.

We—The Guilty drives headlong into the tough battle on juvenile delinquency—its causes and cures. As the title implies, the series—produced by ABC with the help of America's greatest youth organizations—pursues the theory that adults must answer for the errors of children. *We—The Guilty*, broadcast Wednesday nights, is a six-week ABC institute featuring prominent experts.

Every Tuesday evening, on *The Doctors Talk It Over*, eminent guest doctors discuss latest developments in the field of medical research and practice. While this ABC program is primarily a service to physicians, dentists, public health workers and health department officials, the general public finds much of interest in the subjects discussed, and the program has a wide audience.

From September to May some of the finest dramatic entertainment ever produced in America is brought to ABC listeners by *The Theatre Guild on the Air*. Outstanding stage hits—dramas, comedies, musicals—are wrought into weekly radio highlights by famous players (among them, Lynn Fontanne, above) who have helped The Theatre Guild make history on the legitimate stage.

Bringing the world's great music to a nation-wide audience is one of ABC's services to the public. From September to May the celebrated *Boston Symphony Orchestra*, directed by Dr. Serge Koussevitzky (above), brings you the music of the masters. And for twelve years, Saturday afternoons during the opera season, the *Metropolitan Opera* has been broadcast for the enjoyment of millions.

THE FIRST AIM of the American Broadcasting Company and its affiliated stations is to keep you *fully* informed as to local, national and world events . . . to live up to their responsibility of presenting both sides of every issue of public interest.

To do this—and at the same time broadcast information that is of specific value to veterans, farmers, doctors, teachers and the like—*ABC devotes one-third of all its air time to programs exclusively dedicated to the public interest.*

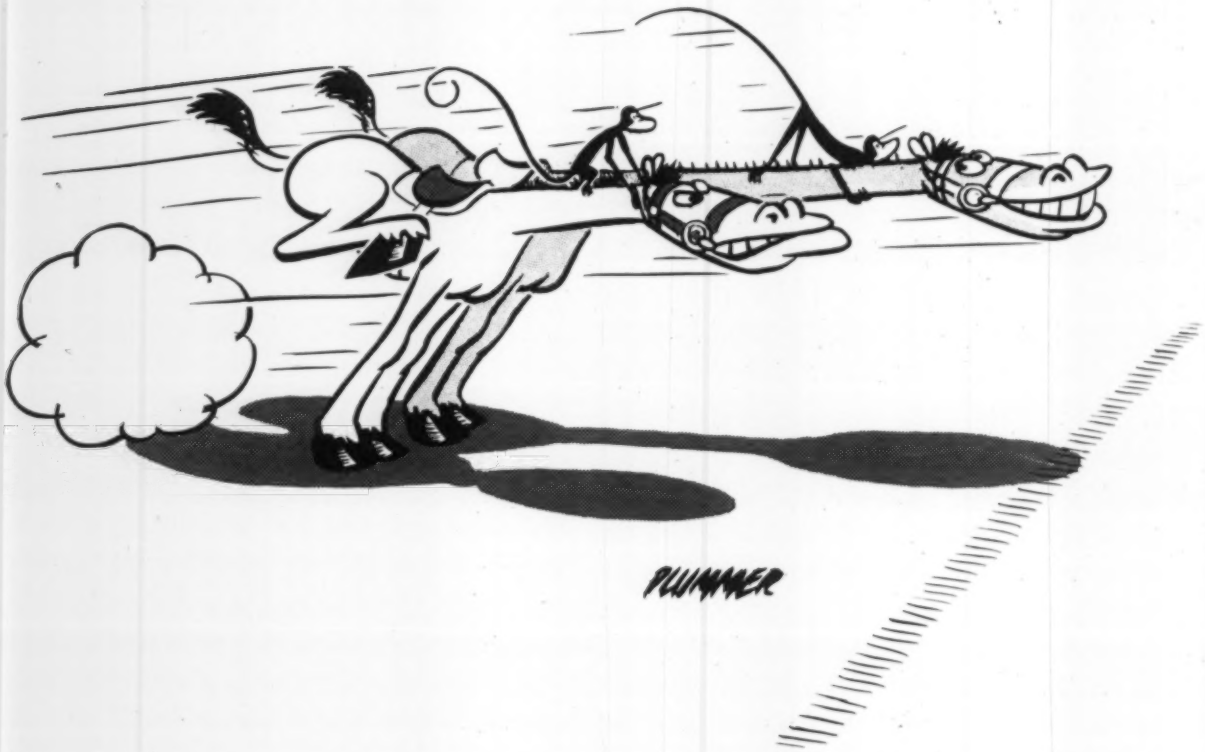
On these pages are listed many of radio's leading public service features which ABC broadcasts regularly for the benefit of the twenty-two million radio families who live within the network's reach. They are, perhaps, just one more reason why so many thinking Americans are leaving their dials set these days on their ABC stations.

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● The Will to Win is a wonderful thing. Somehow, in some almost glandular way, it calls forth those *extra efforts* that so often make all the difference. . . .

Here at F&P, we have the *Will to Win your business*—not through desk-pounding pressure, but through giving you *better service*. More careful analysis of the kind of stations, times, and programs you really need. More persistence and effort to help you *get* what you need. More genuine interest in the success of your campaign, rather than merely in selling *time*.

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COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
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DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
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BROADCASTING
TELECASTING

VOL. 31, NO. 4 WASHINGTON, D. C., JULY 29, 1946 $5.00 A YEAR—15c A COPY

Tobey Promised Support for FCC Probe

Program Control To Get Special Attention

By BILL BAILEY

A FULL-SCALE investigation of the FCC, with emphasis on its exercise of control over programs, as exemplified by the Blue Book, assignment of AM channels and the shift of FM from the 50 to 100 mc band, was sought last week by Sen. Charles W. Tobey (R-N.H.). He introduced a resolution (S-Res. 307), proposing that the Interstate Commerce Committee conduct the probe and make legislative recommendations.

Specifically the resolution calls for a "full and complete investigation" with respect to:

(1) Exercise of control by the FCC over programs and the extent to which the Commission "claims to have the right, and exercises the right," to censor or control the "operating and program policies" of stations, and the extent to which such censorship or control has restricted or may restrict freedom of speech on the air.

(2) Effect upon the public interest of such "censorship and control or attempted censorship or control."

(3) Manner in which the FCC has administered allocation of frequencies.

(4) Effect of shifting FM to the 100 mc band on the rural population and "whether there is not involved discrimination against the farmers of America."

(5) Allocation of FM frequencies and the effect of the recent reallocation, the reasons and effect on the public of such reallocation.

(6) Administration generally by the FCC of the Communications Act relating to radio communication.

"I have been assured good support on both sides," said Senator Tobey. "This is something I have been interested in for some time. Now that the FCC has issued its Blue Book on program control it's time the Congress finds out just how far the Commission plans to go beyond the intent of Congress."

SENATOR TOBEY

While no formal statement was forthcoming from the FCC, there isn't any doubt about opposition to the proposed inquiry, particularly at this time. When the House Select Committee conducted its investigation of the FCC in 1943-44, staff work all but stopped, particularly that of the Law Dept.

Would Mean Delays

With the Commission overloaded in all departments, and particularly with the clearing up of the maze of broadcast docket cases and applications for AM, FM and television, it was said at one FCC source that authorization of a Congressional investigation now would mean unpredictable delays in clearing even the existing back-log.

Whether the investigation can get underway before the 79th Congress formally ends Jan. 3 depends upon action of the Interstate Commerce Committee, of which Sen. Burton K. Wheeler (D-Mont.) is chairman and Senator Tobey an active member, and the Committee on Accounts, headed by Sen. Scott Lucas (D-Ill.)

Senator Wheeler said Friday he would not decide whether to call a committee meeting to consider the resolution before adjournment, expected this week, until he could confer with its author. Senator Tobey said he would urge the chairman to call a meeting immediately.

Meanwhile in the House Rep. William Lemke (R-N. D.) introduced a new bill (HR-7095) requiring the FCC to allocate to FM a section of the 50-mc band. Congressman Lemke introduced a similar bill (HR-6174) last April [BROADCASTING, April 22], which merely authorized the Commission to assign to FM a section of the 50 mc band.

Bill's Provisions

His new bill is more specific than the first one, he said. It provides that the FCC "is hereby authorized and directed to assign" to FM a "section of the 50-mc band" with "power assignments available up to at least the maximum amount of power heretofore assigned to FM at any time."

That would require the Commission to grant powers in excess of

(*Continued on page 94*)

Second Atom Show Wins Acclaim

Test Baker Is Judged Among Best of All Special Events

TEST BAKER, the second test of the atomic bomb against fleet units, last week gave U. S. radio one of the best special events broadcasts ever, network newsmen said.

Technical ineptitudes that obstructed the hour-long transmission of the first atomic bomb test June 30 had been eliminated for the 15-minute show July 24.

Network news chieftains who had rankled with embarrassment since the failure of the broadcast of Test Able found their humiliation assuaged by the listenable quality of the Baker show.

Navy Goes All Out

What had been done by the Navy to correct the communications inadequacies that made hash of the first broadcast? The answer: virtually everything that scolding Navy brass and sweating Navy technicians could do.

(1) Central control of voice radio communications was shifted from the limping *Appalachian* which had broadcast third-rate signals in the Able show to the command ship, *Mt. McKinley*, where a crew that earned the special commendation of broadcasters on the scene labored days in advance of Baker to iron out the communications kinks. Better equipment was aboard the *Mt. McKinley* than that on the *Appalachian*, too.

(2) Relay circuits were established from the *Mt. McKinley* through Guam, through the Army's powerful *Spindle Eye* anchored at

(*Continued on page 16*)

Hats Off!

TOP NEWSMEN at the four networks had these things to say about the July 24 (5:30-5:45 p.m. EDT) broadcast of the atom bomb experiment:

A. A. Schechter, vice president, MBS: "A great broadcast, not only for reception, but also for its suspense. The perfect special event. All technicians who worked on it should be congratulated."

Wells Church, acting director of news broadcasts, CBS: "Baker made things Able."

William Brooks, vice president, NBC: "I'm only sorry that the arrangements were not so good for the first (atom broadcast) as for the second. All the audience was built up for the first."

Robert Kinter, vice president, ABC: "Radio showed what it can really do in covering a top news event. All of the correspondents were excellent, and if the reception of the first broadcast had been comparable, radio would have received the praise it deserves."

Atom Show

(*Continued from page 15*)

Hawaii, and through shore stations near Honolulu. RCA and Press wireless engineers selected the best of the circuits as they were received in California. The Guam circuit was considered outstanding.

(3) Navy engineers at Bikini carried on extensive pre-broadcast testing with RCA and Press Wireless engineers in the U. S., taking the advice of the communications companies in adjusting the tricky trans-Pacific circuits.

Although the networks had sent insistent messages to request the inclusion of the *Spindle Eye* in the Bikini operational fleet, they had had been advised that the ship would remain at Hawaii. It was reported the Army had decided to retire the ship to Pearl Harbor since its use at the first atom test was minor.

Commendable Signal

Despite the absence of the *Spindle Eye*, the broadcast signal was of commendable quality. Network news chiefs sent congratulatory messages to Commdr. Don Thompson, on leave from NBC to direct the Crossroads communications, and who was aboard the *Appalachian*. But Ralph Howard Peterson, NBC correspondent on the scene, said congratulations were going to the wrong ship. The crew aboard the *Mt. McKinley* were responsible for the improved transmission, he said. Mr. Peterson listed Lieut. Commdr. Charles Hollege, Lieut. Commdr. Bill Woods, Lieut. Bill Mitchel and Army Staff Sgt. David Simmons, as the radio crew.

Whatever had been the reason for the better broadcast, everybody agreed that it had been a wonderful show. It was too bad, they said, that so few Americans heard it.

C-P-P Campaign

COLGATE-PALMOLIVE - PEET, Jersey City, (Halo Shampoo), has started an extensive spot campaign, five spots per week on several stations in most major markets. Agency is Sherman & Marquette, New York.

My-T-Fine on 60

PENICK & FORD, New York (My-T-Fine Deserts), will start a spot campaign on approximately 60 stations. Effective Sept. 4, the contract placed through BBDO New York is for 52 weeks.

Ipana Spots on 45

BRISTOL-MYERS CO., New York (Ipana), has started 26 week spot announcement campaign on 45 stations in 20 markets. Agency is Doherty, Clifford & Shenfield, New York.

Low Hooper Indicates Second Atom Pickup Audience 'Dud'

By EDWIN H. JAMES

WHATEVER else it was—an explosive of unheard-of force, a weapon which might well be used for civilization's suicide—the atom bomb last week appeared to be a little more than a regular daytime show attraction.

The 15-minute broadcast of the second Bikini atomic experiment attracted an audience only a smidgeon bigger than that which tunes to programs like *Jack Armstrong, the All-American Boy* or *Just Plain Bill* that are usually heard on Wednesdays from 5:30 to 5:45 p.m. (EDST).

In a special report prepared for NBC, C. E. Hooper Inc. discovered that in the 15-minute period of the pooled broadcast of the bomb explosion over all four networks and many independent stations the percentage of sets-in-use in the 32 Hooper measurement cities was 19.1.

In the same 15-minute period a week before, when NBC was broadcasting *Just Plain Bill;* ABC, *Jack Armstrong, the All-American Boy;* CBS, *Cimarron Tavern;* Mutual, *Captain Midnight,* and independents were airing their usual local shows, the percentage of sets in use was 14.2.

Big Dropoff

The difference between the percentages of sets-in-use during the atom broadcast and during the ordinary time a week before was an unimpressive 4.0.

During the atom broadcast, the network share of the listening audience was 80.8. That left 19.2% of the audience tuned to independent stations, many of which carried the atom show. The Hooper survey deduced that the bomb's national Hooperating was, therefore, something less than 19.1, a figure hardly calculated to raise a statistician's eyebrow for such an important event.

It was plain to see that America was losing interest in its new and deadly toy, by comparison with the eager interest it displayed toward other special radio performances lately:

(1) Joe Louis and Billy Conn earned a 67.2 Hooperating for a fight which settled nothing more than a pugilism championship. It was broadcast over only one network, ABC.

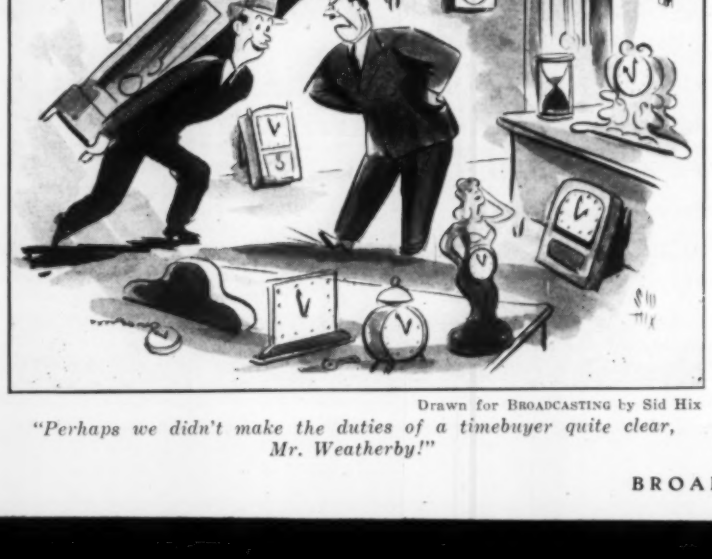
(2) President Truman, in a little ceremony involving the lighting of the White House Christmas Tree on Dec. 24 got 21.7 Hooperating. He was on the air over four networks at approximately the same hour as the atom broadcast.

(3) President Truman, reporting to the nation on the Potsdam Conference and the atom bomb, got a 54.1 rating. His V-E Day proclamation got a 64.1. Both of these broadcasts were over four networks.

What made the second bomb a dud as far as audience command was concerned? A disenchanted audience, said U. S. radiomen.

For Test Able, the first atomic experiment off Bikini, radio prepared an ambitious show, including a whopping pre-show ballyhoo campaign. But Test Able, as a broadcast, was a flop [BROADCASTING, July 8]. Disgusted with the first atom show, the audience walked out before the second.

The durable listeners who tuned in again were rewarded. Plainly, the bomb was a great performer, the correspondents who described its awful act, commendably objective.



Drawn for BROADCASTING by Sid Hix

"Perhaps we didn't make the duties of a timebuyer quite clear, Mr. Weatherby!"

MBS, AMERICAN LIST BILLINGS FOR 1946

A SUBSTANTIAL INCREASE of 47.2% in gross billings for the first six months of 1946 over those in a similar period of 1945 was reported last week by Mutual.

From Jan. 1 through June, this year, advertisers paid the network $13,556,944.16, reported Z. C. Barnes, Mutual's vice president in charge of sales. In the similar period last year the figure was $9,209,353.10.

At the same time ABC reported that in the first half of 1946 it had more than held its own in gross billings. From Jan. 1 through June 1946, ABC collected $20,923,761, compared with $20,803,000 for a similar period in 1945. ABC's billings increase was .58%.

To Place in 120

UNITED ARTISTS, New York, Aug. 15 will start a spot campaign in 120 key cities throughout the country in conjunction with the premiere of its latest film, "Caesar and Cleopatra." The company will spend $6,500 on New York City radio promotion. Firm also will spend an overall appropriation of $400,000 on a pre-release campaign for "The Sin of Harold Diddlebock," due for release in October. Agency is Buchanan & Co., New York.

Western Series

STUDEBAKER PACIFIC Corp., Vernon, Calif. (automobiles) July 28 started sponsoring a weekly half hour musical *The Studebaker Show* on 16 CBS western stations, Sun. 6:30-7 p. m. (PST). June Hayden and Jimmy Cash, vocalists, are featured with Felix Mills' orchestra and Tol Avery m.c. Caryl Coleman is writer-director. Production is handled by Dana Jones Co., Los Angeles agency and Pacific Coast representative of Roche, Williams & Cleary, Chicago, agency servicing account.

Receives Honors

EDGAR KOBAK, president of MBS, has accepted three citations awarded by service and patriotic organizations in recognition of the network's war record. A plaque was presented to Mr. Kobak during the regular MBS broadcast of *Division Diary* on July 26 by the recruiting division of the Army in behalf of MBS cooperation with the southern New York recruiting and induction office. The MBS president also has received a certificate of appreciation from the Navy Bureau of Naval Personnel in recognition of meritorious personal service during World War II, and a commendation from the City of New York and the New York City Defense Recreation Committee for outstanding patriotic voluntary services to the armed forces.

Radio Overcharged $4,000,000 a Year

Expert Finds Toll Charges 100% Excessive

By DeQUINCY V. SUTTON

BROADCASTERS are being overcharged approximately $4,000,000 a year for telephonic program lines.

Study of telephone rate actions since 1937 shows frequent and liberal reductions in rates for general telephone service, but only one reduction to broadcast users. Even after this reduction the broadcast bill was 100% excessive.

Telephone toll rates on a nationwide basis were lowered six times from 1937 to 1946, giving users a total saving of $93,000,000. This was about a 60% reduction from the 1937 median rate. The broadcast reduction was in the neighborhood of 25% of the 1937 median rate.

Comparison of broadcast rates with ordinary toll call rates must take account of certain apparent differences. Telephone rates themselves are no exact index of revenues since revenue depends on number of calls made. This is significant where rates per unit of distance decline as the distance used increases. This system has been in effect for such a long time in personal communications that it is now regarded as standard, if not scientific.

Broadcast rates on the other hand are flat per mile, regardless of distance. They are rental and not use rates, and but for one fact it might be said that the two are not comparable. The fact is that the telephone companies include broadcast program service in their general rate base schedules.

Broadcasters' Bill

If toll and program line rates had been reduced equally, the broadcasters' bill through 1944 only would look like this:

Year	Actual Bill	Overcharge	Correct Bill	Saved %	Proper Rate
1937	$7,489,000	$1,000,000	$6,489,000	14	$6.88
1938	7,800,000	1,170,000	6,630,000	14	6.88
1939	8,180,000	1,145,200	7,034,800	14	6.88
1940	8,504,000	1,785,840	6,718,860	21	6.32
1941	8,507,000	2,977,450	5,529,550	35	5.60
1942	9,488,000	3,320,800	6,167,200	35	5.60
1943	7,845,000	2,715,760	5,129,240	49	4.08
1944	8,351,000	4,092,000	4,259,000	49	4.08

Not readily apparent from the table is the fact that the failure to reduce program line rates threw the heaviest burden on the broadcasters during the years when their revenues were least. In 1938, for example, the effect of the line rate was equivalent to a 6% tax on gross income.

If the toll service reductions had been given to broadcasters, the present rate for Class A lines would be no more than $3 per mile per month and the different classes of program lines could be eliminated. A broadcaster whose monthly line charge was $1000 in 1938 would now have a monthly bill of about $250 for the same service after making allowance for special connections and timing.

RATES charged broadcasters for program line service have long been a controversial subject. In this article new light is thrown on the question by DeQuincy V. Sutton, who for 12 years until his resignation May 22 was head broadcast accountant of the FCC. Mr. Sutton was in charge of activities of the Commission pertaining to broadcast fiscal and management matters, and prepared much of the data for the FCC's network-monopoly inquiry. During the war he was a lieutenant colonel in the Signal Corps, serving in North Africa, Italy and France. At the present time he is in consulting practice in Washington.

Industry Overcharged

While the table shows that the broadcast industry has been overcharged approximately $18,000,000 during the period 1937-1944, it still doesn't tell the whole story. Two further reductions in general rates, each amounting to about $20,000,000, were made in 1945 and 1946. If equivalent reductions were made on the program line rate, it should now stand at $1.76 per mile per month for Class A lines instead of the current rate of $6.

The $6 rate is so unreasonable that many broadcast users are subscribing to lower class lines, adding bridging and equalizing equipment at their own expense and saving money. That they can do this is, by itself, evidence enough against the arbitrary program line rate.

When the lone program line rate reduction of 25% was granted in 1943, the annual bill was brought down from $9,400,000 to $7,800,000. But in the very next year it climbed back to $8,300,000. Why? One answer is that the former rate of $8 had so bottled up the use of the service that only wealthy stations could have it. Loosening the cork—even slightly—brought a rush of new users. In other words one eighth of the country had been denied network programs because of an arbitrary rate artificially maintained.

That some stations were not able to receive network programs because of the line charges, was brought out in testimony at the FCC inquiry into chain broadcasting, known as the "Monopoly Hearing" (FCC Docket 5060).

Sales Appropriated

Broadcasting is a business in which a high and fixed percentage of sales is already appropriated for the station owner before he can begin to decide what he is going to spend from his revenue. And total expenses of broadcast stations are generally about 60 to 70% of their "take." The Long Lines Department of AT&T, which furnishes practically all the program lines, has a ratio of 56% expenses to revenues. Program expenses of broadcasters usually represent one fourth of all expenses and often run as high as one third. And nearly one fourth of this is spent for program lines.

It is obvious that this condition is reflected in less money available for talent and other phases of programming. Relief from the program line burden could, therefore, be expected to improve general program quality and to increase the number of stations using network programs. More stations using network programs implies a better choice for the listener.

MR. SUTTON

Now the AT&T could render network line service profitably at a flat subscriber rate per month for each station connected into chain service. This would have the added benefit of dealing in the realities

(*Continued on page 80*)

Nets Eye Possible Reshuffle Of Radio Shows by Miles Labs

NEWS that Wade Adv., Chicago agency for Miles Labs, Elkhart, Ind., is considering Roy Rogers, Hollywood cowboy, as a possible replacement for one of its radio shows came as a distinct headache to the three networks that split up Miles' $5,000,000 radio budget.

Chief worriers, at the moment, are NBC and ABC, who are taking the sponsor's product in considerable doses. If Miles should drop *The National Barn Dance*, which it has sponsored for the past 14 years NBC won't worry too much providing—and that is the important word—it gets the Rogers show. However, a strong possibility exists that Miles may choose Mutual or ABC as the vehicle to carry Rogers, due to NBC's *Barn Dance's* strong competition, which includes *Gangbusters* on ABC.

ABC, which carries *Quiz Kids* for Miles, would like this very much to happen, but the possibility that the sponsor may drop *Quiz Kids* in favor of another network isn't considered too probable. In the third corner, Mutual is optimistic that the job they have done for Miles with *Queen for a Day* will put them in the front row when the time comes for the network choice to be made.

NBC, which finds itself switching from a strong metropolitan favorite with *Truth or Consequences* at 7:30 p. m. CDT, to a rural favorite in the *Barn Dance* at 8 p. m. CDT, has long wanted to attract more "name" talent to the segment. Rogers would come close to being what they want and still satisfy the sponsor.

But if Miles should drop *Barn Dance* and choose another network, NBC would be most unhappy. Consequently, they have nothing to say but kind words about the program, just in case.

One of the most likely reasons for dropping *NBC Barn Dance* is the growing dissatisfaction of WLS, which originates the program as part of its four-hour long Saturday night *WLS Barn Dance*. WLS, an ABC outlet, is in the unique position of feeding a program to a rival network, NBC. It has had several differences with the agency from time to time over the manner in which Wade and NBC prefer to program the opening half hour of the show.

Prefers Informal Show

WLS, which prefers the informal type of programming, doesn't care for the "Hollywood production" both agency and network have been giving the program. They feel it lacks the realism they

(*Continued on page 97*)

Far West Embarks on Post-War Boom

Business, Factories and Agriculture Continue Forward Strides

By ROBERT J. McANDREWS
NBC Western Division Advertising & Promotion Manager

THE FAR WEST is closer to the radio advertising dollar than many more distant minds will concede. Although many marketing minds were aware of the wartime growth experienced in this region, few would believe that this would have any permanent effect.

Admittedly wartime fat has disappeared but there has been a robust growth. Careful market diagnosis shows the area more solid and prosperous than ever before. Even most positive minds who saw the West cutting back to its pre-war girth are changing their opinions. This is inevitable because the market data is overpowering.

Bright Prospects

The 11 Western states are producing more, consuming more and striding into a brilliant future in which domestic trade is certain to be buttressed and possibly even overshadowed by Asiatic and Latin American exports.

Facts speak for themselves and this presentation will be a documented series of integrated realities. This article will be a mass of statistics gathered from many sources: Government bureaus, state and local Chambers of Commerce, magazine and newspaper clippings and personal interviews. It is intended to gather latest available figures of interest to sales, management, and research personnel, mounting them on the basic pre-war marketing statistics.

ELEVEN WESTERN STATES (*California, Oregon, Washington, Nevada, Arizona, New Mexico, Idaho, Montana, Utah, Colorado, Wyoming*)

IN THE eleven Western States live 16,351,595 civilians (1944)—12.3% more than were counted in the 1940 census (the national increase was only 0.7%). They comprise 12.3% of the nation's population, a 50% jump over the region's share in 1920. They occupy 1,177,966 square miles, or 39% of the country's land area.

MR. McANDREWS

The *new* population in the West since the 1940 census—on which many advertisers base their budget allocations—is equivalent to a market the size of Philadelphia. And the West is the only major division of the United States to show an increase since 1940 (U. S. Census Bureau, March 10, 1945).

These Westerners have a per capita income of $1,327 (1944)—$210 above the national average, and almost double their own 1940 individual income of $675. Their personal income is the highest in the land. In the aggregate, Westerners receive annually $21,707,000,000 (1944)—more than double their 1940 take of $9,500,000,000, and 14.65% of all national income (*Sales Management*). Western bank deposits in 1944 were $13,397,000,000 (Federal Reserve).

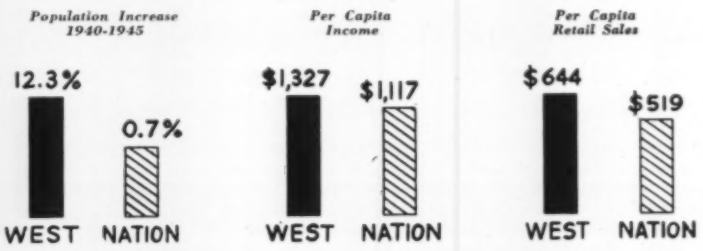
Over the counters and into the channels of trade goes most of this tremendous income. Retail sales per capita are $644, against a national average of $519. Of the nation's retail sales, 15.7% is bought by the West's 12.3% of the nation's people. To put it another way, 100 Westerners buy as much as 124 average Americans. Total Western retail sales are $10,532,070,000 (*Sales Management*).

This prosperity is still on the upgrade, end-of-the-war regardless. March 1946 check transactions in the 31 Western cities which do 90% of the region's check business were higher than any previous month: $8,267,565,000. Cash transactions boost the total to $10,000,000,000 — the first eleven-digit month in Western history, according to the Federal Reserve Bank in San Francisco. Incidentally, this Twelfth Federal Reserve District, comprising only the seven western-

(*Continued on page 36*)

Robert J. McAndrews has been with the network since 1936. Starting as announcer in San Francisco, he progressed through continuity, press and finally to promotion manager and was transferred to Hollywood in 1940. Before entering the Army Air Forces in 1942, Mr. McAndrews spent two years in Hollywood as NBC western division promotion manager. He returned from service at the start of this year. A graduate of St. Mary's College, 1932, he spent the next four years as director of public relations for his alma mater.

MARKET EXPANSION IN FAR WEST



Drug Copy Drive Needs Media Aid

New Advisory Group Includes Agency Executives

By WALLACE WERBLE*

IN WHAT is regarded as an alternate plan to offset the failure of organizations representing advertising media and agencies to pick up the suggestion of joint committees for voluntary control of proprietary drug advertising copy, the Proprietary Assn. last week announced the membership of an expanded eight-man Advisory Committee for Advertising.

Most significant change in the make-up of the committee is the addition of four executives of agencies which handle large proprietary billings. In the past, the committee has been limited to three executives of proprietary companies. The new committee will have four proprietary executives—representing the active members of the association—to match the four agency executives who were drawn from the group's associate membership list.

It consists of: Harvey Manse, Bayer Division, Sterling Drug Inc.; Harry Hoyt, Carter Products; Robert Brown, Bristol-Myers; Stanley Morrell, Lambert Pharmacal Co.; Ben Duffey, BBDO; Will Resar, J. Walter Thompson; Richard Compton, Compton Advertising Agency; Louis Brockway, Young & Rubicam. The proprietory firms represented had total 1945 radio and magazine advertising billings of over $17,000,000.

In commenting on the new committee, Dr. Frederick J. Cullen, executive vice president of the Proprietary Assn., pointed out that the group is only advisory with regard to over-all association policy on advertising; actual review of, and comment on, specific ad copy is handled by Dr. Cullen and his aides so that only members of the association's Washington staff see submitted copy prior to publication. Since 1934, when the association first adopted a Code of Advertising Practices, the Washington office has reviewed over 100,000 individual pieces of ad copy. The bulk of the copy reviewed is submitted by members of the association and their agencies, but in recent years a few radio stations, newspapers and magazines also have submitted ads which are reviewed without cost.

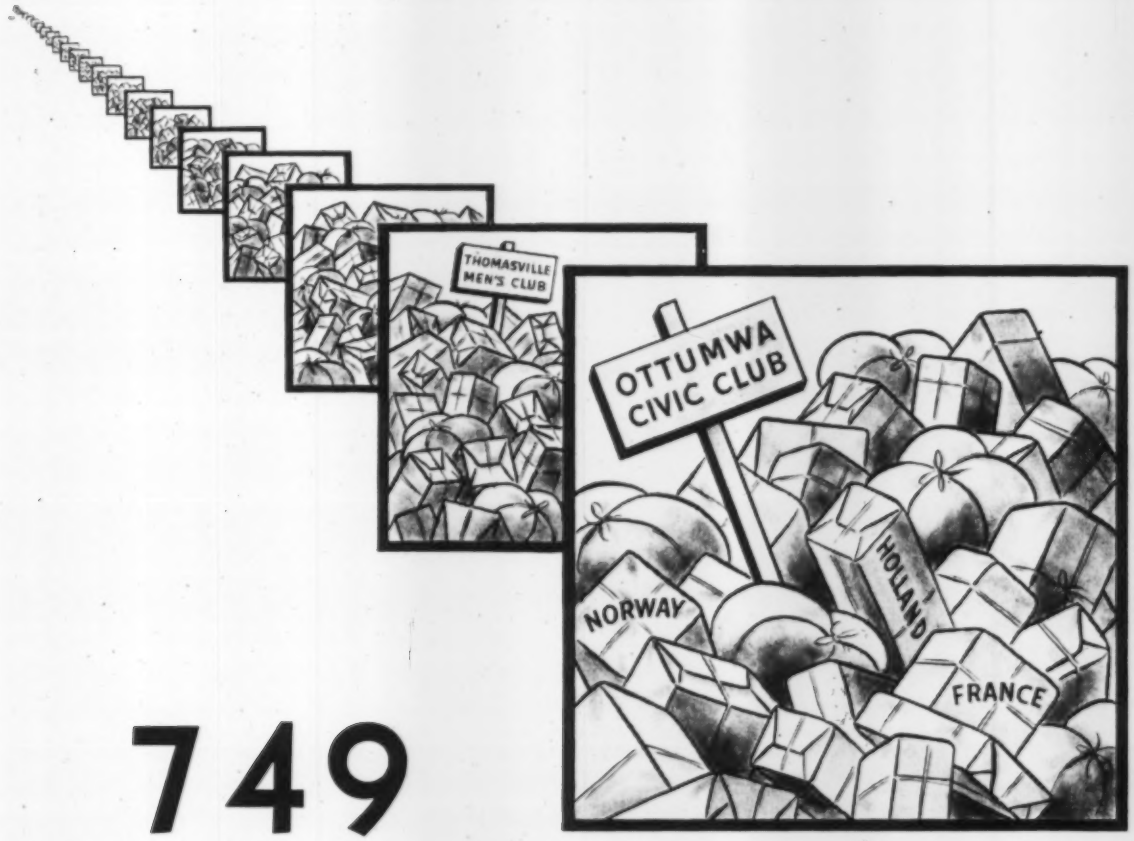
At the Proprietary Assn.'s convention in May, Dr. Cullen formally invited organizations representing media and agencies to join with drug manufacturers in establishing a series of committees to work out voluntary controls of drug advertising. His idea was to have separate committees covering drugs advertised over the radio, in newspapers and in magazines, with a top, overall coordinating group drawn from the membership of the three individual committees. In the absence of any action on Dr. Cullen's plan, the association has taken a first step on its own and added agency executives to its own committee.

Dr. Cullen's formal proposal was made during the same convention session that heard NBC's Niles Trammell and Scripps-Howard's Don Patterson condemn bad advertising and urge self-control in lieu of government intervention, particularly in radio programming. It is understood that Dr. Cullen has had preliminary and infor-

(*Continued on page 98*)

*Editor, F-D-C Reports, Washington Drug and Cosmetic newsletter.

THIS IS PUBLIC SERVICE!



749

CIVIC AND COMMUNITY GROUPS RESPONDED TO THIS GREAT NEED

On Monday, Wednesday and Thursday nights (from 10:30 to 10:45) WHO's *Billboard* program "plugs" worthy matters in the public interest.

Recently the *Billboard* has told about the need for gifts of food, clothing, etc. to starving Europe. Result: To date, WHO's efforts have dispatched 22,500 bundles to Europe, from listeners in 39 States . . . *and won the active participation of 749 community clubs!*

ALL these people, wherever they are, tune to WHO to follow the progress of a public service program in which they are personally interested. TO ALL these people, the voice of WHO is the voice of a trusted co-worker in an inspiring and unselfish civic undertaking.

Consider what this means in terms of community good-will!

***WHO takes seriously the implied responsibility of this relationship with its audience. In sponsoring good citizenship, WHO recognizes that it must carry its own good citizenship into its commercial activities as well. . . . If you have worthy products to sell, we invite you to participate in the good-will which naturally results from this WHO* philosophy of service, *throughout the 1,930 prosperous cities and towns in* Iowa Plus.**

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

That FCC Appointment

Wheeler Declines; McClure Proposed

Name of ETO General Mentioned With Clements

WHETHER President Truman will fill the existing vacancy on the FCC prior to anticipated adjournment of Congress this week or await convening of the new Congress next January was being speculated upon in Washington after Sen. Burton K. Wheeler (D-Mont.) had unqualifiedly refused to have himself considered for the FCC chairmanship.

A new name understood to have been advanced to the White House was that of Brig. Gen. Robert A. McClure, General Eisenhower's psychological warfare aide virtually during the entire European campaign. General McClure, now assigned to Seventh Army Headquarters at Atlanta, is on leave which does not end until mid-August. He could not be reached for comment.

Wheeler Endorses Clements

Still pending before the President is the candidacy of J. Burke Clements, chairman of the Montana Industrial Accident Board, who has the endorsement of Senator Wheeler. Prior to the Montana primaries July 16, it had been anticipated that if Senator Wheeler won renomination, Mr. Clements doubtless would have received the nomination. As a simultaneous act, it had been expected that the President would designate Acting Chairman Charles R. Denny Jr. permanent chairman. [BROADCASTING, July 22]. Senator Wheeler's defeat does not automatically eliminate Mr. Clements but it was thought his chances had diminished.

Infusion of new life in the OPA, even with its sharply curtailed powers, is believed to eliminate the last vestige of doubt as to former FCC Chairman Paul A. Porter's intentions. He is expected to remain with OPA for the foreseeable future, getting it back on an even keel. Privately, he had said several times that he had no intention of returning to the FCC chairmanship, which he left last February. He is a strong booster for Mr. Denny, was instrumental in urging his appointment as acting chairman, and is solidly behind him for the permanent chairmanship.

Whether General McClure is being urged for the commissionership or for the chairmanship was not clear last week. It was understood that General Eisenhower would give his unequivocal endorsement and that many important personages both in civil and military walks who had occasion to serve with him during and after the war on psychological warfare and information control would rally to the support of the regular Army officer. Among these would be William S. Paley, president of CBS who, as a reserve colonel, was deputy director and chief of operations under General McClure in Europe.

GENERAL McCLURE

Adrian Murphy, now returned to CBS as a vice president, also had worked under General McClure as a colonel, as had Col. Samuel R. Rosenbaum, former president of WFIL Philadelphia, who was commanding officer of Radio Luxembourg during American occupation. Mr. Rosenbaum is now practicing law in Philadelphia.

Senator Wheeler, who returned to Washington last Wednesday from Montana after he had been defeated for the Democratic nomination by Lief Erickson, former State Supreme Court justice, practically halted a move on the part of his colleagues to have him named to the FCC chairmanship.

Wouldn't Have It

"I wouldn't have the job on a silver platter," said the Interstate Commerce Committee chairman. He told his friends, who reportedly had President Truman's assurance that the job was Senator Wheeler's if he wanted it, that he would not accept.

Senator Wheeler made it plain, too, that President Truman had never committed himself to name Mr. Clements to the Commission.

"I recommended Mr. Clements to the President as an outstanding, hard-working man who had the Government's interests at heart, but the President never gave me a commitment one way or the other," said Senator Wheeler. It was learned, however, that President Truman had seriously considered Mr. Clements for the Commission in the event Mr. Porter did not return to the FCC and Senator Wheeler was again nominated.

In his interview Senator Wheeler said, in substance:

(1) He would not accept the FCC chairmanship under any circumstances.

(2) He will not run as an independent in the Montana general election this fall. He implied that he thought Montana might send a Republican to the Senate this year.

(3) He declined to state whether he would oppose Sen. James E. Murray, who supported the Erickson campaign, in 1948, commenting, "that's too far away."

(4) He has made no definite plans other than to serve out his term, which expires next Jan. 3, then take a rest. He is toying with the idea of entering law practice.

It is known that Senator Wheeler has been offered a lucrative post as general counsel of a large corporation, but his friends expressed doubts that he would accept. There were reports that Senator Wheeler will enter private law practice with his two sons, John and Edward, maintaining offices probably on the West Coast, in Montana and Washington.

If President Truman does not name the seventh member of the FCC early this week, it is doubtful whether the post will be filled this session, unless by recess appoint-

(*Continued on page 99*)

FCC Criticized by Religious Leaders

Opinion in Scott Case Draws Fire From All Faiths

REACTION of church leaders to the FCC's "opinion and order" denying the petition of Robert Harold Scott, Palo Alto, Calif., against KQW San Jose and KPO and KFRC San Francisco [BROADCASTING, July 22] generally was that the Commission went far beyond its scope in attempting to define God and segregate the beliefs of various creeds.

Not FCC's Business

From Protestants, Catholics and Jews came the concerted view that while atheists, under the American form of government, are entitled not only to their opinions but to express them, if they so desire, nonetheless a Government agency such as the FCC was out of its field in attempting a dissertation on God and religion.

Rev. Dr. Maurice S. Sheehy, head of the Dept. of Religious Education, Catholic U. of America, Washington, said the Commission opinion was "strange doctrine" by an official Government agency in a nation founded on the proposition "that all men are . . . . endowed by their Creator with certain inalienable rights."

Father Sheehy called the Commission doctrine "arrant nonsense" and pointed out that it is directly contrary to an earlier FCC opinion (in the Shuler case) which held that if a licensee is permitted "with out let or hindrance" to "offend the religious susceptibilities of thousands" then radio would become a "scourge."

Rabbi Solomon H. Metz of Temple Adas Israel, Washington, said the Commission went "too far afield" and that it "should not have indulged in such a dissertation."

Dr. Earl Frederick Adams, executive director of the Protestant Council of New York City, said: "I am a firm believer in freedom of speech and I believe that truth is truth and need not be defended by any method which would deny freedom of speech to those with whom I may not agree."

Right to Opinion

Rev. G. Bromley Oxnam, bishop of the Methodist Episcopal Church, New York Area, and president of the New York Federal Council of Churches of Christ in America, expressed the view that an atheist "has the same right to express his opinion as I have to express my opinion as a theist."

On Capitol Hill several Senators and Representatives were studying the FCC opinion. Those who had read it were unanimous that the Commission had gone far beyond the intent of Congress by attempting to perform the functions of the clergy.

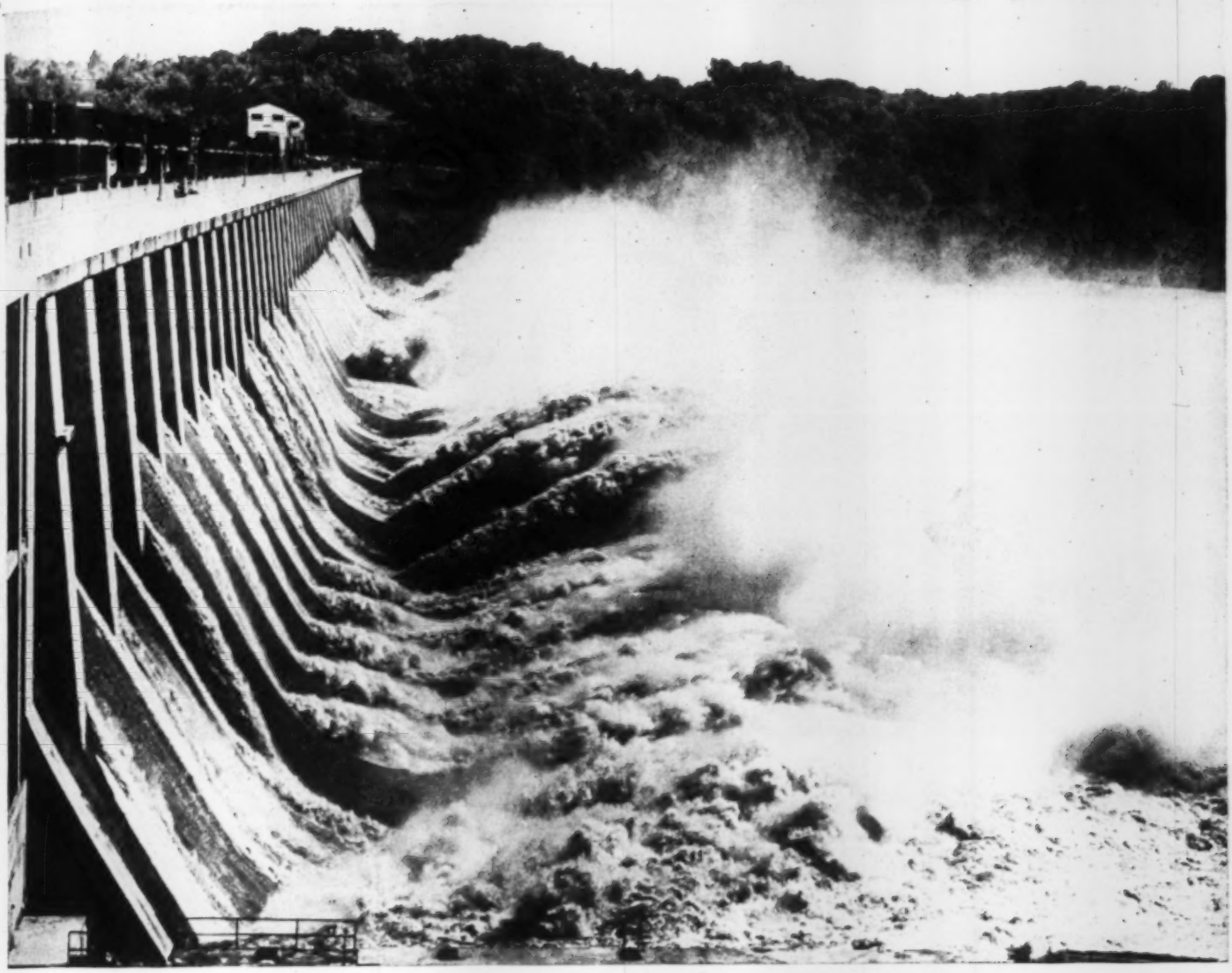
Rep. Clare Booth Luce (R-Conn.) recalled that last Nov. 20 she introduced a resolution (HJ-Res 277): "That the Congress hereby reaffirms the faith of its founding fathers to the people of the United States, to all other governments nations and peoples, namely: That the inalienable rights of man among which are life, liberty, and the pursuit of happiness, and his birth in equality, are the endowment not of governments or men but of the Creator: Wherefore, our Government, relying on the Divine protection of Providence, shall continue to seek all national and international solutions in the belief that the only proper guide and sanction for the laws and actions of men are the laws and authority of God."

Following are the statements made by the various churchmen:

RABBI METZ—The Commission seems to approach religion from two viewpoints, the ideal point of view in which the atheistic should be given a chance to present their views, and at the same time they say from a practical point of view, stations must be governed by the wishes of the majority.

It seems the Commission feels that atheists are entitled to time on the air, yet denied the petition of an atheist. The point they make is that various denominations, all professing belief in God, are calling each other

(*Continued on page 97*)



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Announcing a NEW

Radio WINR Station

1490 Kc.

N.B.C. in the Triple Cities
Binghamton - Johnson City - Endicott

On the Air
Early August 1946

DAVID CARPENTER
General Manager

HEADLEY-REED
National Representatives

At Last!

A NEW radio voice to tell your story to 225,000 people of the Triple-Cities area — where only one other station can be heard. A rich audience in a depression-proof market which enjoys the third largest average annual individual income in New York State.

WINR

Binghamton, N. Y.

FCC Boxscore

STATUS of applications at the FCC as of July 24:

AM—232 CPs granted this year; 370 applications pending with another 314 in hearing. Total standard stations in U. S.: 1,229.

FM—456 conditional grants, of which 162 are now CPs; 250 applications pending and another 143 in hearing. Total FM stations in U. S.: 509.

Television—25 CPs granted this year (one being returned): 31 applications pending and another 23 in hearing. Total commercial television stations in U. S.: 30.

Call Letters Assigned For Seven AM Grantees

ADDITIONAL call letter assignments for new station grantees in 1946 [station log, BROADCASTING, July 15] should include the following: WJMJ Philadelphia, Pa.; KBUN Bemidji, Minn.; WWCO Waterbury, Conn.; KGEM Boise, Ida. (Idaho Bcstg. Co.); WDAR Savannah, Ga. (A. C. Neff); WFVL Hollywood, Fla.; WWBZ Vineland, N. J.

The FCC has also corrected its record to delete Diamond State Broadcasting Corp.'s listing as a grant in Dover, Del., and the grant to Liberty Bcstg. Corp., Pittsburgh, which was erroneously announced as a grant and later corrected.

In the frequency listing for WWCO Waterbury, Conn., power should be 1240 kc.

SEVEN NEW OUTLETS ARE ADDED TO MBS

MBS, last week, announced the affiliation of six more stations bringing the total of network to 329.

WMGR Bainbridge, Ga., operating on 1490 kc with 250 w joins MBS Aug. 1. The station is owned by Brig. Gen. S. Marvin Griffin.

KIOX Bay City, Tex., joins MBS Aug. 1 as a daytime station operating on 1110 kc with 1000 w. It is owned by the Bay City Broadcasting Co.

WFAU Augusta, Me., owned and operated by the Twin Cities Broadcasting Co., joins the MBS and Yankee networks on Sept. 1, operating on 1340 kc with 250 w.

WMTW Portland, Me., operating on 1490 kc with 250 w, joins MBS and Yankee on Sept. 1. Station is owned and operated by the Yankee Network.

WHUM Reading, Pa., also joins MBS on Sept. 1, owned and operated by the Eastern Radio Corp., and operating on 1240 kc with 250 w.

KAFY Bakersfield, Calif., joins the Mutual-Don Lee network on or about Oct. 1, operating with 250 w on 1490 kc and is owned and operated by the Bakersfield Broadcasting Co.

Commercial Television Total Now 30 With 24 1946 Grants

DESPITE temporary desertion of commercial television operations by two of radio's pioneer organizations—The Milwaukee Journal Co., Milwaukee, and the Worcester Telegram Publishing Co., Worcester, Mass.—the video art, as of July 24, had expanded to 30 stations. Of these, 24 received their grants in 1946, the other six are holdovers from the prewar era.

Returning its construction permit to the FCC last spring, The Journal Co., through its vice president and director of radio, Walter J. Damm, stated that it believed the future of television lay in the color field and preferred to confine itself to experimental video at the present time [BROADCASTING, May 13, July 15].

Likewise, the Worcester Telegram Publishing Co., last week notified the Commission that it too preferred to wait for color and accordingly returned the construction permit it had been granted May 17 of this year (see story this issue).

Against this sentiment opposing black-and-white, currently-operating stations and recent recipients of construction permits have announced comprehensive plans for inauguration of additional service and the expansion of that television already in force.

The Evening News Assn., (WWJ) Detroit, has already contracted with Allen B. DuMont Labs Inc., for the equipment and installation of a station that is intended to bring video service to the Motor City by Nov. 15.

Similarly, The Pulitzer Publishing Co., (KSD) St. Louis, granted a station July 12, the very next day announced full plans for construction and commencement of operation by next Spring.

Stanley E. Hubbard, president and general manager of KSTP Minneapolis-St. Paul which received its television construction permit last May, backed the black-and-white video faction, with a statement that building of their Twin Cities television outlet would begin as soon as possible since it was KSTP's belief that color was at least five years away [BROADCASTING, May 25].

AM Interests

The television authorizations for 1946 followed the pattern of new AM grants [BROADCASTING, July 15] and FM grants [BROADCASTING, July 22] in going largely to operators of existing AM stations. Of the four non-AM grantees, WTTG Washington is licensed to Allen B. DuMont Labs, Inc., also operators of WABD New York video outlet, and another grant is held by the Raytheon Mfg. Co., in Waltham, Mass. Both are equipment manufacturers.

Quadruple holdings in commercial television are now held by NBC with its presently-operating WNBT New York and CPs in Washington, Cleveland, and Chicago.

Commercial Television Stations in U. S.

As Authorized by FCC Up to July 23, 1946

Stations Authorized in 1946

CALIFORNIA

SAN FRANCISCO—CP issued to the Chronicle Co. Channel No. 11 (198-204 mc). Power 18.24 kw visual, 19.2 kw aural.

DISTRICT OF COLUMBIA

WASHINGTON, WNBW—CP issued to National Bcstg. Co. Inc. (WRC). Channel No. 4 (66-72 mc)—Power 13.3 kw visual, 10 kw aural.

WASHINGTON, WTTG—CP issued to Allen B. DuMont Labs. Inc. (Also licensee of television station WABD New York). Channel No. 5 (76-82 mc). Power 6.25 kw visual, 2.5 kw aural.

WASHINGTON, WTVW—CP issued to The Evening Star Bcstg. Co. (WMAL). Channel No. 7 (174-180 mc). Power 14.25 kw visual, 15.2 kw aural.

WASHINGTON, WWBR—CP issued to Bamberger Bcstg. Service (WOR New York). Channel No. 9 (186-192 mc). Power 30.25 kw visual, 24.5 kw aural.

ILLINOIS

CHICAGO—CP issued to National Bcstg. Co. Inc. (WMAQ). Channel No. 5 (76-82 mc). Power 21.8 kw visual and aural.

MARYLAND

BALTIMORE—CP issued to A. S. Abel Co. Channel No. 2 (54-60 mc). Power 17.1 kw visual and aural.

BALTIMORE—CP issued to Hearst Radio Inc. (WBAL). Channel No. 11 (198-204 mc). Power 14.4 kw visual, 7.3 kw aural.

BALTIMORE—CP issued to Radio Television of Balto. Inc. Channel No. 13 (210-216 mc). Power 31.65 kw visual, 20 kw aural.

MASSACHUSETTS

WALTHAM—CP issued to Raytheon Mfg. Co. Channel No. 2 (54-60 mc). Power 146.08 kw visual, 50.70 aural.

MICHIGAN

DETROIT—CP issued to King-Trendle Bcstg. Co. (See story King-Trendle sale, BROADCASTING, July 22). Channel No. 5 (76-82 mc). Power 16 kw visual and aural.

DETROIT—CP issued to The Evening News Assn. (WWJ). Channel No. 4 (66-72 mc). Power 17.1 kw visual, 7.7 kw aural.

MINNESOTA

ST. PAUL—CP issued to KSTP Inc. (KSTP). Channel No. 5 (76-82 mc). Power 13.68 kw visual 6.48 kw aural.

MISSOURI

ST. LOUIS—CP issued to The Pulitzer Publishing Co. (KSD). Channel No. 5 (76-82 mc). Power, 18.15 kw visual, aural to be determined.

NEW MEXICO

ALBUQUERQUE—CP issued to Albuquerque Bcstg. Co. (KOB). Channel No. 2 (54-60 mc). Power 15 kw visual, 8 kw aural.

OHIO

CLEVELAND—CP issued to National Bcstg. Co. Inc. (WTAM). Channel No. 4 (66-72 mc). Power 19 kw visual, 11.2 kw aural.

CLEVELAND—CP issued to Scripps-Howard Radio Inc. (AM affiliations, but not in Cleveland). Channel No. 5 (76-82 mc). Power 40 kw visual, 37.4 kw aural.

OREGON

PORTLAND—CP issued to Oregonian Publishing Co. (KGW). Channel No. 6 (82-88 mc). Power 10 kw visual, 11.2 kw aural.

PENNSYLVANIA

PHILADELPHIA—CP issued to the Philadelphia Inquirer, a division of Triangle Publications. Channel No. 6 (82-88 mc). Power 18.1 kw visual, 9.3 kw aural.

RHODE ISLAND

PROVIDENCE—CP issued to the Oulet Co. (WJAR). Channel No. 11 (198-204 mc). Power 50 kw visual and aural.

TEXAS

FORT WORTH—CP issued to Carter Publications (WBAP). Channel No. 5 (76-82 mc). Power 30.4 kw visual and aural.

UTAH

SALT LAKE CITY—CP issued to Intermountain Bcstg. Corp. (KDYL). Channel No. 2 (54-60 mc). Power 13.2 kw visual, 7 kw aural).

VIRGINIA

RICHMOND—CP issued to Havens & Martin (WMBG). Channel No. 3 (60-66 mc). Power 18.24 kw visual, 19.2 aural.

Stations Authorized Prior to 1946

ILLINOIS

CHICAGO, WBKB. (Established 1943). Licensed to Balaban & Katz Corp. (subsidiary of Paramount Pictures Corp.), 190 N. State St. Telephone: Franklin 5025. 66-72 mc (channel 4).

CHICAGO, WTZR. CP issued to Zenith Radio Corp., 6001 Dickens Ave. Telephone: Berkshire 7511. 54-60 mc. (channel No. 2).

NEW YORK

NEW YORK, WABD. (Established June 28, 1942). Allen B. DuMont Laboratories Inc. (Paramount Pictures Corp. associated company), 515 Madison Ave. Telephone: Plaza 3-9800. 76-82 mc. (channel 5).

NEW YORK, WCBW. (Established July 1, 1941). Licensed to Columbia Bcstg. System (WABC). 15 Vanderbilt Ave. Telephone: Murray Hill 6-6340.

NEW YORK, WNBT. (Established July 1, 1941). Licensed to National Bcstg. Co. Inc. (WEAF), 30 Rockefeller Plaza. Telephone: Circle 7-8300, 66-72 mc (channel 4).

SCHENECTADY, WRGB. (Established Nov. 10, 1939). Licensed to General Electric Co. (WGY), 60 Washington St. Telephone: 4-2211, 66-72 mc (channel 4).

PENNSYLVANIA

PHILADELPHIA, WPTZ. (Established September, 1941). Licensed to Philco Radio & Television Corp., Tioga & C Sts. Telephone: Nebraska 5100. 60-66 mc (channel 3).

NARBA CHANGES

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of the following changes:

630 kc—XEHL Guadalajara, Jalisco, shifted to 1010 kc; XEJB Guadalajara, Jalisco, 500 w unlimited, Class III-B, to begin operations Jan. 1, 1947.

1010 kc—XEJB (shifted to 630 kc); XEAW Reynosa, Tamaulipas, deleted; XEHL Guadalajara, Jalisco, 50 kw, directional night, Class II, to begin operations Jan. 1, 1947.

1190 kc—XERP Celaya, Guanajuato, location changed from Agua Prieta, Sonora.

1340 kc—XEMA Fresnillo, Zacaticas, 250 w unlimited, Class IV, to start Oct. 1.

1380 kc—New station, Mazatlan, Sinaloa, deleted; XEMX Mexico D.F., 1 kw, unlimited, Class III-B, to start Dec. 15.

1390 kc—XEKN Monclova, Coahuila, assignment of call letters; XETK Mazatlan, Sinaloa, 500 w, unlimited, Class III-B, to start Dec. 15.

1410 kc—XEBS Mexico, D.F., 1 kw unlimited, Class III-B, to start Nov. 1. (In event increase in power from 750 w proves objectionable to established facilities in other countries, XEBS will reduce power to 750 w.)

1450 kc—XEGC La Barca, Jalisco, deleted; XEGC Sahuayo, Michoacan, 100 w unlimited, Class IV, to start Dec. 15.

1490 kc—XETK Mazatlan, Sinaloa (changed to 1390 kc).

Good Neighbors

WHEN STUMPED about what to do with two programs they had contracted for before the emergency wheat order went into effect, Lindsey Robinson & Co., Roanoke, Va. (Gambill's Best Flour), finally found a solution. They named their emergency flour "Good Neighbor," and each day on the air invite listeners to send in tips on conserving, preparing and shopping for food—in good neighbor, across-the-fence style. Pyrex pie plate or Pyrex custard cups are prizes for the tips. Programs are heard on WDBJ Roanoke and WPUV Pulaski, Va. Houck & Co. is agency.

KGO Will Go to 50 kw About First of Year

KGO San Francisco, ABC owned and operated station, will begin operations on 50,000 w power about January 1, Gayle V. Grubb, station manager, announced.

A new $250,000 transmitter will be installed near Newark, Calif., on the east side of San Francisco Bay, replacing the 7500 w transmitter which has been in operation since 1924. A. E. Evans, chief engineer, said that the increased power would more than double KGO's daytime coverage.

AFRA Meet

AFRA National Convention will be held in Hollywood Aug. 23-25. George Heller, currently holding two AFRA positions, national executive secretary and New York executive secretary, will report to the convention his decision as to which job he will retain.

GENERAL PARKS LAUDS KICD, KFJB

Local Iowa Stations Are Commended for Work On Mutual's 'Division Diary'

TWO LOCAL IOWA stations which arranged special auditorium installations to originate Army band broadcasts did such a good job that Maj. Gen. F. L. Parks, Army public relations chief, sang their praises to Acting F C C Chairman Denny in a letter of July 16.

Lieut. Jones

The stations are KICD Spencer, Ben Sanders, owner and general manager, and KFJB Marshalltown, managed by H. R. Hurd, veteran of Navy duty in the Pacific.

The program they carried was *Division Diary*, a weekly half hour Mutual show, which features two periods of music by the 80-piece U. S. Army Band interspersed with narration or dramatized accounts of divisions in combat. The producer is Lieut. Edgar M. Jones, former assistant director of information for the FCC, who has since served in the Pacific.

Divisions are chosen for program treatment whenever a local tie-in can be arranged. When the Army band went to Iowa in connection with the Iowa centennial, the subject of the second broadcast was the 34th Division, comprising the Iowa National Guard.

Steve McCormick, Mutual's presidential announcer, handles the announcing for the program, but it is otherwise written, produced and directed by Army personnel.

Coalition Brewing Against Rosenberg

Local 802 Head Hospitalized With Heart Attack

JACOB ROSENBERG, long-time president of the American Federation of Musicians' biggest, brassiest local—802 of New York, last week was reported to be rallying from a heart attack with which he was stricken a fortnight ago while dining at Lindy's restaurant.

Mr. Rosenberg's seizure was described as serious. Although his condition was said to be improving news which may have reached him from within the union seemed hardly salutary to his speeded recovery. Local 802, which has long been fomenting with political dissonance [BROADCASTING, June 24] was drawing battle lines for its elections next December.

It was reported that the not inconsiderable forces of local 802's Unity Group, whose nominal chief Calmen Fleisig, was defeated by Mr. Rosenberg for the presidency of the local in 1944, were negotiating a coalition with other anti-Rosenberg factions. What Mr. Fleisig hoped to build was a broad front of dissidence united in support of his own candidacy next December.

Mr. Fleisig, it was known, had made appealing overtures to members of the Independents, whose alliance with his own Unity Group would create an impressive bloc of opposition to the incumbent local president.

At week's end it seemed obvious that powerful factions were tuning up for a showdown session. To the ailing Mr. Rosenberg, the sounds that came from within his seething union may have portended the ominous tootling of his own political dirge.

RIGHT IN THE MIDDLE...

OF BIG THINGS!

Big things is right! As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub of the South Plains of Texas—a market with a $167,892,000 effective buying income—from grain, dairying, wholesale and retail distribution, oil, poultry, and cotton. To get a big, juicy bite out of this rich market—KFYO's your station—the ONLY station dominating this area with a consistent clear signal!

AFFILIATED WITH LONE STAR CHAIN AMERICAN BROADCASTING CO.

TAYLOR-HOWE-SNOWDEN Radio Sales

VOICE OF THE SOUTH PLAINS OF TEXAS

KFYO

LUBBOCK, TEXAS

1340 ON THE DIAL 250 WATTS

more facts *make* more sales

STATIONS SERVED BY
The KATZ AGENCY

North and Midwest

WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY

THE NEW ENGLAND GROUP

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

But sales *data* are no substitute for sales*men* at The Katz Agency.

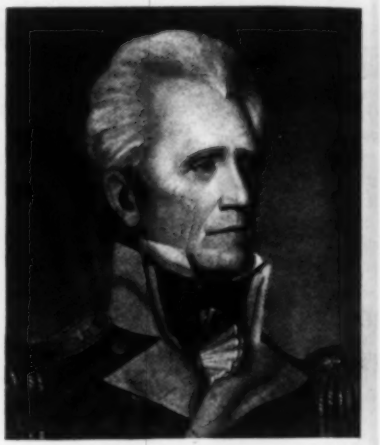
By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

The KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City
Atlanta • San Francisco • Los Angeles • Dallas

TENNESSEE: n



ANDREW JACKSON

"Old Hickory" . . . hero of the War of 1812 and President of the United States from 1829 to 1837

A Goverr
the Hous
States fro

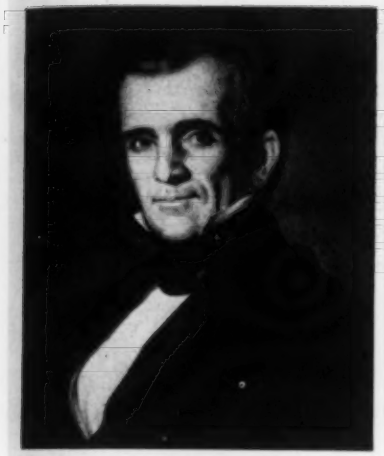
TENNESSEE
SESQUICENTENNIAL

1796
1946

"GATEWAY TO THE RICH

T

maker of history

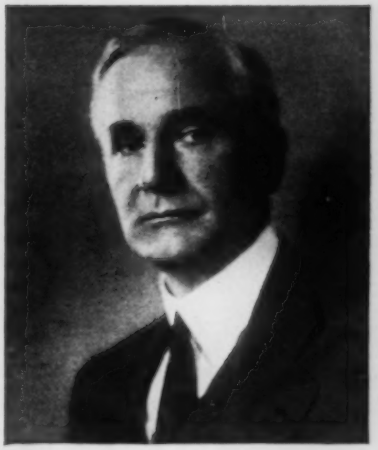


JAMES K. POLK

A Governor of Tennessee... a Speaker of the House... and President of the United States from 1845 to 1849.

ANDREW JOHNSON

One of Tennessee's governors. . a United States Senator... Vice-President and later (1865-1869) President of the United States.



CORDELL HULL

Statesman from Tennessee.. Secretary of State under Franklin D. Roosevelt for more than two terms... winner of Nobel Peace Award.

Tennessee's history of progress and the achievements of her native sons were unfolded in a spectacular sesquicentennial pageant last month.

WLAC, long identified with public interest, was given the honor of presenting a trophy to the teachers and students of Nashville's home county ... for their great part in this tremendous celebration. WLAC is proud to be in the heart of the state which today, as for the past one hundred and fifty years, is making history!

TENNESSEE VALLEY"

50,000 WATTS

WLAC

NASHVILLE

CBS

Represented by Paul H. Raymer Co.

Clears Emphasize Need for Higher Power

Answer to Rural Area Coverage Seen

By RUFUS CRATER

A GROWING INCLINATION among clear channel advocates to accentuate higher power as an answer to the rural coverage problem was seen last week as FCC held its final clear channel session before the Aug. 5 hearing on AM engineering standards.

Originally the clear channel group concentrated on retention of the channels unduplicated, with higher power seemingly a secondary goal. More recently, observers pointed out, increased emphasis has been attached to the importance of greater power.

Meanwhile, tug-of-war over the Regional Broadcasters Committee's breakdown proposals [BROADCASTING, July 22] developed in cross-examination on the plan during last week's session, held Monday before Comr. Rosel H. Hyde. A. Harry Becker appeared as FCC counsel.

Provides for Regionals?

Clear Channel Broadcasting Service, contending that the proposals would result in less service for listeners in clear channel cities and for large surrounding rural populations, spiced its attack with charges that the plan "takes care of" members of the regional group by providing them high-power stations at the expense of clears.

Paul Godley, consulting engineer who presented the breakdown maps for the regional group, emphasized that the plan was a "demonstration" only, showing one way duplications might be achieved, and repeatedly denied that he was thinking of the interests of any regional group members when he prepared the maps. He insisted the plan would permit greater equality of service throughout the U. S. Skywave service, he said, would be "thinned" in some sections and "thickened" in others.

The one-day session included a presentation by Morris H. Hansen, statistical assistant to the director, Census Bureau, in further defense against CCBS attacks on the bureau's survey of rural reception [BROADCASTING, July 8, 22]. He said that "either the CCBS analysts have a knowledge of simple statistical theory and are misinterpreting the facts, or are so woefully lacking in the simple rudiments of statistics as to render them unqualified to pass judgments on the validity of the results of a statistical survey."

"For their benefit," he added, "I have assumed the latter."

Louis G. Caldwell, counsel for Clear Channel Broadcasting Service, challenged the regional group's maps showing duplications of signals within given areas, contending that since they were prepared as of the second hour after sunset they failed to show the full picture.

More "Efficient"

When he asked Mr. Godley whether the situation in the East, where duplications are heaviest, is so bad at that hour that listeners in those areas should be deprived of pre-sunset and first-hour-after-sunset service, the engineer replied that "I don't think that will be necesary." He said in many cases the channels could be used more efficiently without depriving anyone.

Mr. Caldwell contended that the regional group's plan would add a large number of stations in the East, where choice of signals already is relatively created. In response to his question, Mr. Godley replied that he hadn't noticed that a majority of the new stations were projected for cities east of the Missouri River.

Mr. Godley said the maps showed the situation at the second hour after sunset because that period was the only one for which accepted standards were available.

He agreed that many people living near clear channel cities depend upon these high-power stations for superior service and that such listeners might represent a large percentage of the U. S. rural population. But he said it was "not necessarily true" that more farmers live within 150 miles of the larger cities than are found in areas around smaller cities.

Mr. Caldwell noted that 13 stations represented by the Regional Broadcasters Committee are owned by Ed Craney, Cowles Broadcasting Co. and Yankee Network, and charged that the duplication plan would make better facilities available for all three. Mr. Godley insisted he was not thinking of Mr. Craney (KXL Portland and KGIR Butte), T. A. M. Craven (vice president of Cowles in charge of engineering), John Shepard 3d (chairman of the board of Yankee Network), or any other member of the Regional committee when he prepared the exhibits suggesting locations for new stations on duplicated channels.

He said it was "purely accidental" that cities in which these licensees now have stations were

(*Continued on page 32*)

ALEXANDER Chesley & ASSOCIATES, INC.
RADIO PRODUCTIONS
1341 SOUTH BOSTON • TULSA, OKLAHOMA

3 Scenic Views of the KSL Market

THE SALT LAKE AREA

With a population of 204,488, the Salt Lake Market ranks high among America's metropolitan areas. Here KSL has enjoyed 25 years of leadership thru top programming and service. But KSL covers more than Salt Lake City.

THE KSL MARKET

The total KSL listening area is over 13 times greater than the Salt Lake Market. In fact, the combined Primary and Secondary population exceeds that of Washington, D. C., Pittsburgh, Indianapolis, Milwaukee, Louisville, and Salt Lake City combined.

MARKET DATA

Retail Sales	Primary	$508,733,000
	Total	$973,283,000
Radio Homes (1944)	Primary	375,040
	Total	685,880

Total Net Weekly Circulation, 628,789 Families

*Figures taken from CBS Study, 7th Series, and 1940 Census.

Superb Scenery

and

A THRIVING MARKET OF 2,700,000 BUYERS

When you vacation in the West, you'll thrill at the beauty of scenes like Jackson Lake in the Tetons. But this same 11-state vacationland is one of America's important markets. KSL, situated in Salt Lake City, Center of Scenic America, serves 221 out of 411 counties (2,781,702 population) in this area with Primary or Secondary Coverage. That is why we say "You Can't Cover the West Without KSL." Be sure that KSL is included in your Fall advertising plans.

You can't cover the West without.

KSL

CBS

Edward Petry and Company - National Representatives

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Radio Spots Require Listener Appeal

Poorly-Prepared Word Barrages Termed Insults

By JOHN BOYLAN
Assistant Director, Radio Dept.
Paramount Pictures Inc., Hollywood

IF an advertiser bought a half-hour on a network for $5,000, and filled that time with a program that cost him $100, he'd be considered pretty dumb by the fair-haired boys along radio row. Yet these same smart radio men are guilty of a practice that is every bit as stupid—and maybe more so.

We're talking about the transcribed spot announcements they produce—destined for thousands of playings all over the country at a time cost of many times $5,000, and the spots are so poorly and so cheaply prepared that they are an insult to the intelligence of the listener.

Spots Unpopular

The spot announcement today has reached a point where it is tolerated by some listeners, despised by many more. And a still great percentage of dialers have cultivated the ability to automatically "turn off their ears" when a spot announcement starts.

You can't blame them. The fault lies with the spot producers who are rapidly killing the goose that for a long time laid golden eggs. A great many spots on the air today make no pretense of being interesting or attractive. They sell, sell, sell. An advertising man who would not think of filling a billboard full of small type will buy 60 seconds of radio time and try to tell a story that would fill a book.

If the spot announcement is to recapture its effectiveness, it will have to be prepared as carefully as any other radio show. It should be an abbreviated program with all the elements that make any commercial show an effective sales medium.

It must be attention-getting without being ridiculous; it must be so attractively presented that the listener will *want* to hear it. And then when the listener feels kindly enough toward you to actually listen to what you have to sell, you must tell him about your product as one adult talking to another—not shouting at him, or talking down to him as if he were a moron. And don't try to give the excuse that all this can't be done in 60 seconds, or even 20 seconds.

A billboard, a car card, a full page magazine ad tells its story with one or two words of copy and an attractive illustration.

Here at Paramount, we use music to make our spots different. Music to attract attention—favorable attention. Music to underscore and punctuate the copy—because music can help tell your story. (If you don't believe this, study the next motion picture you go to and see how music makes love scenes more poignant, dangerous scenes more suspenseful.)

We've just finished a transcribed set of spots for the Hal Wallis picture, "The Searching Wind." We used an orchestra and chorus (with a specially written score) to set the scene and to background and punctuate the script read by two announcers and an actress. The talent cost alone was over $1,200. But we send these spots to 350 first-run exhibitors in the country's largest cities. If each exhibitor buys $100 worth of time to play these spots, (and most of them use 10 or 20 times this much) they will have invested a minimum of $35,000. Thirty times as much is spent on time as on talent, compared to the average sponsored program where talent costs double the time costs.

But more important than cost ratios is the fact that radio listeners will actually like these "Searching Wind" spots instead of resenting them. And because they like the spots they will have a friendly feeling for the product. The spots will make them *want* to see the picture.

Engineering Problems To Be Discussed by NAB

A PROPOSED agenda providing for full discussion of engineering problems at the forthcoming NAB Convention in October was adopted last week at a meeting of the NAB Engineering Executive Committee in Washington.

Recommendations to be submitted to the NAB Board of Directors at its August meeting at Estes Park, Col., were adopted following consideration of a proposed study of the existing recording standards promulgated in 1942 by the NAB, and other engineering matters. The NAB Engineering Handbook will be ready for distribution prior to the convention.

The committee, which met for the first time with the new NAB Director of Engineering, James R. Middlebrooks, expressed to Howard S. Frazier, Mr. Middlebrooks' predecessor, its "grateful appreciation for the intelligent and constructive contribution" he made to radio during his tenure in the NAB office.

Attending last Monday's session were: B. Porter Houston, WCBM Baltimore, chairman; J. B. Fuqua, WGAC Augusta; Karl B. Hoffman, WGR Buffalo; William B. Lodge, CBS New York; T. A. M. Craven, WOL Washington, NAB board liaison member; C. E. Arney Jr., NAB secretary-treasurer, and Mr. Middlebrooks.

WCCP Plans Start

PLANS for the new WCCP Savannah, Ga., to go on the air in the next few weeks have been announced by Weldon W. Herrin, business manager of the station which will operate with 250 w on 1450 kc. Station will be affiliated with Mutual. President and licensee of WCCP, authorized last Feb. 20, is Carter C. Peterson.

1905 Maurice L. Goodkind 1946

MAURICE LEWIS (LEW) GOODKIND, 41, vice president and treasurer of Goodkind, Joice & Morgan, died suddenly of coronary thrombosis Sunday, July 21, at his home, 12 Country Lane, Northfield, Ill.

Prominent in Chicago advertising, Mr. Goodkind started his career with the *Chicago Herald American* in 1926. Two years later he joined Lord & Thomas, Chicago, where he remained for nine years as assistant radio director, manager of radio service, and director of publicity. He was vice-president of Burnet-Kuhn Adv., Chicago, for one year. In 1938 he formed his own agency, which became Goodkind, Joice & Morgan two years later.

Mr. Goodkind's activities included: board of directors of Chicago Off The Street Club; co-chairman of Northfield Cub Scouts; board of governors, Chicago Federated Advertising Club; charter member and one of the founders of Chicago Radio Management Club; secretary-treasurer of Central Council of 4 A's.

MR. GOODKIND

He is survived by his wife, a daughter, Ann Agee, and a son, John Kenneth.

ATTENDING duPont "Telefilm" demonstration July 15 at NBC studios are M. R. Boyer (l) of E. I. duPont de Nemours & Co., and O. B. Hanson, vice president and chief engineer of NBC. Film which contained picture and sound track on one film was televised by WNBT New York less than four hours after it had been placed in a film laboratory in Washington [BROADCASTING, July 8].

Opposition Won't Deter BBC Video Says Haley

SIR WILLIAM HALEY, director-general of the BBC, told the Imperial Press Conference in London that television will develop into a large-scale medium regardless of opposition from other entertainment interests. Ultimately it will increase interest in sports, movies and theatre, he said, announcing that BBC intends "to press on as fast as physical resources allow with the task of making it available to as many homes and over as widespread an area as we possibly can."

Sir William's statement was seen as both a challenge and an invitation for cooperation to sports and theatrical entertainment groups in England, who now forbid their members to make television appearances.

At the same time the speaker hinted that BBC intends to control British video as strictly as radio. "It is an integral part of broadcasting, and not an art separate from it," he said.

AFRA Certified

NATIONAL Labor Relations Board last week certified American Federation of Radio Artists (AFL) as bargaining agent of non-executive actors, dramatic narrators, singers, and news, sports and women's shopping service commentators of Westinghouse Radio Stations' WBZ and WBZ-FM Boston and WBZA Springfield. Certification followed a consent election July 3 at which 10 of 16 eligible voters cast valid ballots, all for the union.

call a **john blair** man!

Maybe in one market it's a hillbilly show—an hour long once a week—or fifteen minutes three times a week. In another, perhaps it's a five-minute newscast daily or a home economics show directed to women. Whatever the program is, you'll be time and money ahead when you buy highly rated, market-tested Spot Programs that are *already well established on the air.*

For when you buy pre-tested Spot Programs you take the gamble out of radio. You get the *best* shows on the *best* stations in only the markets that interest you. And your messages are delivered to ready-built audiences by well-known local personalities who know their audiences and have proven their ability to sell.

There are many top-notch Spot Programs available. A John Blair man can tell you about the best of them. Call him today. He's a radio expert who knows markets, merchandising and *flexible* Spot Broadcasting. And he represents many of the country's finest radio stations.

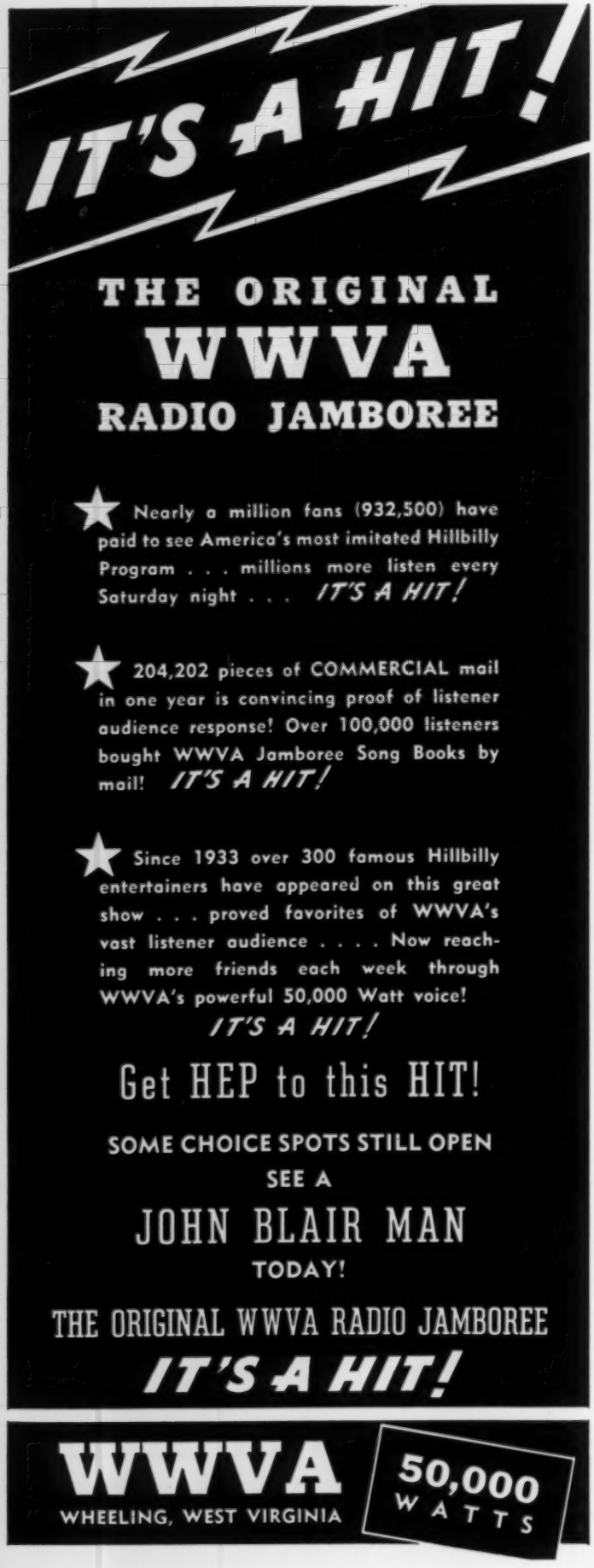
JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

★ For leading Blair-represented "hot" Spot Programs see the following pages! (32-53)


IT'S A HIT!
THE ORIGINAL
WWVA
RADIO JAMBOREE
★ Nearly a million fans (932,500) have paid to see America's most imitated Hillbilly Program . . . millions more listen every Saturday night . . . IT'S A HIT!
★ 204,202 pieces of COMMERCIAL mail in one year is convincing proof of listener audience response! Over 100,000 listeners bought WWVA Jamboree Song Books by mail! IT'S A HIT!
★ Since 1933 over 300 famous Hillbilly entertainers have appeared on this great show . . . proved favorites of WWVA's vast listener audience . . . . Now reaching more friends each week through WWVA's powerful 50,000 Watt voice!
IT'S A HIT!
Get HEP to this HIT!
SOME CHOICE SPOTS STILL OPEN
SEE A
JOHN BLAIR MAN
TODAY!
THE ORIGINAL WWVA RADIO JAMBOREE
IT'S A HIT!
WWVA
WHEELING, WEST VIRGINIA
50,000
WATTS

Clear Channel

(*Continued from page 28*)

among those chosen for duplicated operations.

Asked whether he was sure that cities suggested for additional stations need and can support the projected outlets, he replied that he did not know.

To Submit Data

The regional group agreed to submit cost and technical data on the directional pattern contemplated in the addition of a 10-kw station on 670 kc (clear channel) at Winner, S. D. Mr. Godley said all antenna plans were based on accepted standards and were workable, but that details on all operations were not in form for presentation to the Commission. He estimated that real estate would involve the largest single cost item in setting up the six-element array projected for Winner.

Under re-direct examination by Paul D. P. Spearman, counsel for Regional Broadcasters Committee, Mr. Godley emphasized that the "demonstration" showed breakdowns of only some of the clear channels, and that further choice of signals would be available if all were duplicated.

Taking the stand as the session opened Monday morning, Mr. Godley was asked by Mr. Caldwell whether he would be willing to invest money in the 10-kw station suggested for Winner, a town of about 2,400 population. "I think I might," Mr. Godley replied. He said he didn't know that the town itself could support such a station but that the outlet would provide extensive coverage and might be supported by its farm populations.

Mr. Godley agreed that approximately 60% of the U. S. at night depends upon skywave service and that about 40% receives daytime signals of less than 500 microvolts. The Regional Broadcasters Committee's "demonstration" of possible clear channel breakdowns, he said, was designed to "thin out skywave service" in the East, where more signals are available, and "thicken it somewhat" in sections where it is "now extremely thin."

Substantiates Contention

Queried on maps showing duplications of signals within given areas at the second hour after sunset, he said he did not know how much duplication would exist the first hour after sunset and that there would be "no worrisome duplication" before sunset. He agreed that under certain circumstances farm listeners at times might receive no duplications at the first hour after sunset while city listeners could receive such duplications for only a few minutes.

He affirmed Mr. Caldwell's contention that some network affiliates present local rather than network shows during the evening, thus reducing the number of network signals duplicated in those areas.

Further questioning by Mr. Caldwell brought out that the regional group's maps of secondary network service that might be provided with 1-A stations at 500 kw assume (1) no change in network affiliations, and (2) that 1-B stations not increase power.

He said the regional group's suggestion looking to a possible move of a 50-kw station on 870 kc to Shreveport, La. did not necessarily suggest that WWL New Orleans, dominant station on the channel, be moved. He asserted, however, that a move from New Orleans to Shreveport might be desirable even if population losses offset population gains, unless no other service could be made available in New Orleans. More land and less sea coverage would be possible with a Shreveport location, he declared.

When Mr. Caldwell declared that the Census survey showed that, of all 1-A and 1-B stations, only 3% of the people in all areas hear as many as three 1-A and 1-B stations without trouble at night and only 1% hear four, Mr. Godley answered that these represent the number they "do hear," rather than the number they "can hear."

Gustav B. Margraf, counsel for NBC, cross-examined Mr. Godley on maps showing duplications of NBC service, seeking to show that differences of time and other factors would reduce the number of duplicated network signals actually available within given areas during principal network evening hours (7-11 p.m.). Mr. Godley would not agree, however, that the maps' showing of duplications represent a situation that would not prevail at any time.

Hansen on Census

James A. McKenna Jr., counsel for ABC, asked whether a "better breakdown" might not be achieved by duplication of 660 kc (WEAF New York, dominant station) or of 880 kc (WABC New York) instead of 770 kc (ABC's WJZ New York) as suggested in the regional group's plan. Mr. Godley said this might be true.

In the Monday afternoon testimony Mr. Hansen attempted to show that "any statistics the Census has published for the 104[survey] counties combined, or for any designated subgroupings of

(*Continued on page 34*)

Assist for WROX

A CLARKSDALE, Miss., home wedding, threatened at the last minute with the prospect of no music, was rescued by WROX Clarksdale which broadcast a special eight-minute program of "Wedding March" and "I Love You Truly." The disc of "Wedding March" could not be lent because it was on transcription, and WROX recording equipment was in repair.

KXOK
is the
JOHN BLAIR STATION
in St. Louis

CHARLEY STOOKEY
KXOK Farm Editor
Presents
"TOWN and COUNTRY"
6:00 to 7:30 a. m., Monday through Saturday

As much a part of farm life as Bessie, the cow . . . that's Charley Stookey's "Town and Country" program. Seventeen years of bringing his rural and metropolitan listeners the last word in news, market reports, weather, time reports and practical farm advice have made Charley Stookey a household authority. A steady stream of mail attests to his popularity, and a list of sponsors that stick is proof of his ability to turn his boosters into boosters for your product.

KXOK

ST. LOUIS 1, MISSOURI • Owned and operated by the St. Louis Star-Times • 630 KC • 5000 Watts Full Time
Affiliate, AMERICAN BROADCASTING COMPANY

Clear Channel

(*Continued from page 32*)

counties within these 1040, are unbiased estimates of what would have been obtained from a complete census of the area to which they relate. . . The CCBS charges of bias in sampling (are) completely groundless."

The Census expert said that the CCBS had confused the issue by quoting facts "to which we will all agree," but which are "wholly irrelevant to the conclusions that they draw from them. . . Radio listening," he said, "is no exception to the principles of sampling . . . the principles are applicable whatever the characteristics being sampled."

He hypothetically illustrated his point on the blackboard, showing that with any figures, the sampling procedure produces unbiased results. The numbers he used had the same characteristics, he claimed, that the CCBS Exhibit 269 said should be expected, and "that they said would introduce a bias; that is, the larger counties (or primary sample units) are assumed to be closer to stations, at least to regional stations and to hear more stations without trouble."

"Had we not used probability proportionate to size in selection," Mr. Hansen said, "a different method of estimating would have had to be used or else the result *would* have been biased. . ."

He pointed out that the varying probabilities of selection were compensated for by the estimating method used.

All available engineering knowledge was used in the Census survey for the FCC, Mr. Hansen said. He added that counties were concentrated geographically as much as possible in order to minimize distances between counties within a cell and thus to have counties within a cell as much alike as is possible when they must be grouped into 85 cells.

While variation exists between counties within a cell, he explained, "the results have a smaller error than if no stratification . . . had been used, and the results are reliable when accumulated over a sufficient number of cells . . . Any modification would still have produced substantially the same results. . .

Same Result

He emphasized that in his illustrations of survey methods he did "precisely the things that the CCBS have criticized. We have sampled with probability proportionate to size. We have put together in a cell PSU's that are not exactly alike, and sometimes are very different in their listening conditions. We have projected from a single PSU to obtain an estimate for a cell. And we have accumulated these estimates over a number of cells. But it is clear that without making any assumptions as to PSU's being alike within a cell, our estimates have been unbiased, even though they have been subject to large errors for single cells . . . .

"From the interview sample of 85 PSU's it may reasonably be expected that the estimates for the statistics on listening by class of station, day and night, with and without trouble are, for the most part, based on a sufficiently large sample as to make the estimates of sufficient reliability for practical use for all 1040 counties combined, and for regions and for types of service areas."

He stated several times that there is no difference in this case between theory and practice, and that one needs only random sampling to make the theory applicable.

Under cross-examination by Mr. Caldwell, Mr. Hansen reiterated that the Census survey obtained representative but not specific results.

"That doesn't help us find out what we want to know about local areas," said Mr. Caldwell. "For our purposes—to determine what areas need service—you're no help. There is too wide a margin of error."

To that Mr. Hansen replied that the mail survey results answer specific area questions, and that the Census Survey for the FCC was not intended to be specific.

Included in the exhibits was a comparison of interview results with mail results.

Plea Answered

ONE of New York's tenement children was faced with the prospect of losing out on a promised two-weeks' vacation in upper New York State under the "Fresh Air Fund," cooperatively sponsored by the Plattsburgh Lions Club and the New York *Herald Tribune*. A sponsoring family found itself unable to take care of the child it had requested. However, an urgent plea for a new sponsor on the *North Country News* program of WMFF Plattsburgh, in less than 15 minutes drew a phone call from another family, anxious to take the child.

Law Firm Address

LAW OFFICES of Welch & Mott, new law firm in Washington, are in Suite 5-B, Occidental Building, 1411 Pennsylvania Ave., N.W. Telephone number is EXecutive 1398. Street address was erroneously listed in the July 15 issue reporting the resignation of Vincent B. Welch from the FCC law department to join Harold Mott, a former colleague at FCC, in the new firm.

There's ADVENTURE . . .

"ABOARD THE PANAMA"

WDSU presents the famous train with a birthday cake in celebration of its 3rd Anniversary.

"ABOARD THE PANAMA"—is a novel radio program, bringing the human-interest stories and experiences of passengers using the "Panama, Limited"—"The South's fastest New Orleans-Chicago streamlined train!" . . . Broadcasts are heard Monday thru Saturday from 4:05 P.M. 'til 4:15 P.M., and originate in the Observation Car actually 10 minutes before the Illinois-Central pulls out. . . . Interviews are conducted by popular Shirley Kilgore, via WDSU roving mikes. (Available for sponsorship, September 29.)

and

WDSU

* *The South's most powerful 24-hour Radio Station!*
* *F. M. Conditional Grant.*
* *5.000 Watts, delivering 20.000 Watts in the populated areas of the Gulf Coast States.*
* *Carries BOTH Associated Press & United Press news service.*
* *Accents local programming!*

1280 On Dial . . . ABC Affiliate . . .

NEW ORLEANS, LOUISIANA

JOHN BLAIR, REPRESENTATIVE

call a **john blair** man about the Midwest's hot spot -- "WLS Farm News and Service"

One advertiser used the "hot" spot program, "WLS Farm News and Service," for five years (1941 through 1945—13 weeks per year), and 238,698 women wrote in asking for the booklet offered.

These 238,698 WLS responses, during a five-year period, topped the more than 40 other individual stations carrying the same offer. (All announcements were scheduled within the "WLS Farm News and Service" program except for a six-week period.)

And again in 1946 this advertiser is carrying the same schedule on WLS. He *knows* from experience what he is buying and the results to expect.

This is but one of the many "hot" spot programs which follows the WLS pattern of getting RESULTS. Your John Blair man will be glad to give you further information about this or any WLS broadcast—or about availabilities and results.

The "WLS Farm News and Service" program, six days a week—11:30 to 12 noon CST, furnishes the Midwest with complete market and weather information.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President
GLENN SNYDER Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

Spot Programs

that have been

Pre-Tested

with

America's Famous Direct Response Audience

- Buddy Starcher's All Star Roundup
- Grandad Hite and the Home-Folks
- Rambling Cowboys
- Blue Bonnet Girls

Each One a "Hot" Spot Personality Program With a Proven Record

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Western Boom

(*Continued from page 18*)

most States, reports annual bank debits (1944) of $78,068,482,000, topped only by the New York and Chicago districts.

Westerners are getting homes despite difficulties, too. The ten largest cities reported $56,000,000 in building permits for the last two months of 1945—a 500% gain over the same period in 1944.

Dr. Vergil D. Reed, research director of J. Walter Thompson Co., advertising agency and former acting director of the census, says in his new book *Population and Purchasing Power* that the West will continue to gain population for two basic reasons. One is the future of Pacific export trade, which economists say may reach $7,000,000,000 a year—double the pre-war figure. The other is the trend to decentralize industry, largely to save freight costs.

Production Data

We've taken a quick view of the consumer market, so let's peer briefly at the individual producers of this Western wealth.

Agriculture, of course, is tops. Farm income (1944, *Sales Management*) totals $3,860,528,000—17% of the nation's, ranking the West third among the eight major geographical regions. The size of farms and ranches is indicated by the fact that the West has only 8% of the country's farms but 28% of its agricultural acreage. The U. S. Census of Agriculture, 1945, testifies that Western acreage has increased 21.4% since 1940 to a current total of 309,337,349 acres. The national gain has been only 7.7% in the same period.

A WPB survey (1944) reported that 14,499,100,000 board feet of lumber is cut annually in the West —44% of the nation's total, and, of course, more than any other region. Forty-eight per cent of the wool in the United States comes from Western States. So does 17.3% of all the mineral production, with an annual worth of $1,391,100,000 (U. S. Dept. of Interior, 1943).

Even before the war (1939 Census of Business) the West had 21,828 manufacturing establishments, producing $4,620,000,000 worth of goods annually—8% of the nation's total. Though sizable, the manufacturing situation left plenty of room for improvement. Per capita factory production in the above figure, for instance, averaged $337, while the national average was $434. Only 15.4% of the West's employed population was engaged in manufacturing, against a national average of 23.4%. So the manufacturers, local and Eastern, have been moving in. Wartime production in many cases is being continued per se (synthetic rubber, petroleum products, iron and steel, magnesium and aluminum, certain airplane plants) or converted to peacetime goods (other aircraft plants to metal home

LARGE RELIGIOUS groups will acquire stations and set up their own networks in future, Dr. Wilson Gee (l), head of Dept. of Agricultural Economics, U. of Virginia, predicted at conference on rural problems at Emory U., Atlanta, attended by more than 100 rural ministers. Everett Mitchell (r), director of agriculture, NBC Central Division, spoke on radio's stake in the future of agriculture. For 20 years he has been on *Farm & Home Hour*, now heard Sat. 1-1:30 p.m.

appliances, for example). We'll get down to cases a little later when we examine specific states and cities.

More Employment

Significant is a recent poll of top Western industrial management on future plans: 48% said they will provide more employment than they did before the war; 5.6% admitted they would provide less; 33% boasted they would provide more than they did during the war!

At present we consider approximately 100 Western companies as actual or potential national consumer advertisers, with another 150 in the regional advertiser category. We confidently expect this list to grow. For to the West's natural resources have been added the far more valuable cultivated resource of newly developed skilled manpower and the new material development symbolized by the huge $300,000,000 steel mills at Fontana, Calif., and Salt Lake City, with their annual production of 2,000,000 tons. Now government-owned, the plants will probably be sold to private capital.

(Dr. Nathanael Engle of the U. of Washington will soon publish *Marketing in the West* under the aegis of the Advertising Assn. of the West [formerly Pacific Advertising Assn.]. Copies may be reserved through association offices, Monadnock Bldg., San Francisco.)

* * *

CALIFORNIA

THE NOSE-COUNTERS just can't keep up with California. The Census Bureau on March 10, 1945, issued an estimate of 8,746,989 as the population of the state on the preceding July 1—6.59% of the nation. This meant an increase of 26.6% over the 1940 Census. Every available index indicates that the population is well over 9,000,000 civilians today—95% of them white.

Just four decades ago California ranked twenty-first in population among the States. It has climbed unfalteringly ever since. By 1910 it was twelfth; by 1920, eighth; 1930 sixth; 1940, fifth; 1944, third to New York and Pennsylvania. According to Victor W. Killick, chief statistician of the California Dept. of Motor Vehicles, it is practically certain that California has passed Pennsylvania's 9,193,957 (Census Bureau current estimate) and is today the No. 2 State in the Union.

The climbing trend of population increase is noted by Mr. Killick in a recent letter. "At all border stations (California checks all incoming vehicles for agricultural pests) many more people are entering the State than leaving it," he reports. "Population has been steadily increasing and at no time have we had a decrease in population since the beginning of the war. This is not true of other states in the East, some of which have steadily lost population."

In 1945, 1,998,107 persons entered California by motor—42.1% more than in 1944 and 200,000 in excess of the number who left the state in the same period. The number of cars increased 45.8% over 1944. The number of commercial buses jumped 2.9% despite an October strike.

In the first two months of 1946, 140,552 out-of-state cars brought in 383,242 persons, an increase of 156% over the same months in 1945. An additional 143,818 passengers arrived on buses.

Vets Like the Place

Contrary to the fond fixations of certain columnists and even radio comedians, the influx does not consist mainly of aged Easterners hoping to get comfortable for a while and then die. The young and the vigorous predominate in this new migration, with veterans playing an important role. A wartime poll of servicemen stationed in California showed that 52% of them wanted to stay here after discharge, and evidently they're doing it. By the end of 1945 California had 710,000 veterans of World War II back in civvies—186,000 of them from other states. The State Chamber of Commerce predicts we'll have a million by the end of 1946.

Even discounting the flow of newcomers, California is growing internally. Births exceeded deaths by 80,000 in 1946, according to the State Bureau of Vital Statistics. Ninety-four California cities have been recounted since the 1940 Census, and every one has shown a sizable gain, ranging up to more than 250% in the cases of Richmond, Benicia and Coronado. Gov. Earl Warren predicts a California with 20,000,000 residents by 1966.

So much for the avoirdupois of this burgeoning giant. Now for a quick look at its internal health.

Income? $1,480 per capita (the national average is $1,117) and

(*Continued on page 42*)

"HOT" Spots In Utah

...that pay off

Early morning—but it pulls! Will Wright and his **Old Corral** gang have become such favorites that KDYL's early-morning listeners all over the west send them birthday cakes, other gifts, and an average of 4000 letters a month. The show features western music, homey gossip, market tips, farm and ranch information—5:30 to 7:00 a. m., Monday through Friday, with 15 minutes of news at 6:15.

Games, Prizes and Lots of Laughs have won a big and enthusiastic following for **"Something for the Ladies"** deliberately aimed at the fair sex (the buying members of the family, you know!)—broadcast as a studio program five days a week and an audience-participation show each Saturday at 11 a. m. from the KDYL Playhouse.

And also ask John Blair about "Music in the Continental Manner" featuring the violin of Eugene Jelesnik, conductor . . . and other "hot" spots in Utah.

KDYL
SALT LAKE CITY
UTAH'S **NBC** STATION

National Representative: John Blair & Co.

PROGRAMS

SCHENLEY Distilling Corp., New York (Cresta Blanca wine), will replace "This Is My Best" with the Music Corp. of America package show called "On Stage," Tues. 9:30-10 p.m. on CBS effective Sept. 3. The program will feature such stars as Bette Davis and Van Johnson. Agency is BBDO New York.

Venereal Disease Series

DRAMATIZATIONS revealing that venereal disease, like cancer, can be cured if treated in time, are featured on WWRL New York 13-week health series on venereal disease control, Thurs. 10:30-10:45 p.m. Endorsed by Federal, state, and New York City health agencies as well as medical and social welfare groups, series was started July 25 with half hour forum discussion broadcast. Letters and cards calling attention to the series have been sent to 2,000 Government agencies, medical societies, social welfare groups, etc., with the Harlem Council on Social Hygiene launching a campaign in the Negro press to focus public attention upon the broadcasts.

Baseball Series on 410

NBC Radio Recording Division last week announced that 410 stations had subscribed to the new recorded series "Play Ball," which is distributed by the American Legion as an unsponsored public service feature. Presented in the form of questions and answers by major league baseball players and radio sports announcers and writers, programs consist of 10 15-minute recordings featuring such sportscasters as Bill Stern, Red Barber, Bill Slater etc., questioning such baseball figures as Hal Newhouser, Bob Feller, Charlie Keller and others with Umpires Bill Klem, T. H. Connolly, Babe Pinelli etc., acting as moderators.

Quartets on MBS

NEWEST program on Mutual's list of available shows is weekly half hour devoted to barber-shop quartets. By arrangement with the Society for Preservation and Encouragement of Barber-Shop Quartet Singing In America, network is presently lining up quartets from 260 chapters of the organization which would compete against each other for national championship. WGN Chicago, which aired finals of SFPAEOB-SQSIA last year, was instrumental in obtaining permission from order's president, Frank C. Thorne.

Sports Project

WFIL Philadelphia is cooperating with various Philadelphia groups in promotion of juvenile development throughout the city with weekly program, "WFIL Sports Clinic," aired by Tom Moorehead. Mr. Moorehead is moderator of a panel of experts headed by Don Kellet, U. of Pennsylvania basketball coach and WFIL sports advisor. Experts meet each week with officials and members of a boys' club to iron out sports problems on the air. The "Clinic" has the support of the Crime Prevention Assn., the Sandlot Sports Assn., the City Recreation Bureau and the Fairmount Park Commission.

Music of Contemporaries

MUSIC OF CONTEMPORARY Canadian composers is to be featured in a new weekly series for the next five months on the CBC Trans-Canada and French networks. Program also will be shortwaved by CBC international service to Europe. Program will include music of Canadian composers who have become well-known as well as of younger composers. Canadian instrumentalists and orchestras will play from Montreal and Toronto studios.

Covers Model Meet

ON-THE-SPOT recordings of the Florida State Model Plane Meet held July 20-21 were aired on the last day of the meet by WQAM Miami. Winners and contestants were interviewed.

Veterans Information

CAPT. PIERRE BOUCHERON, USNR, general manager of the broadcasting division of Farnsworth Television and Radio Corp., and head of WGL Fort Wayne, Ind., has started and is taking part in a new Tuesday evening series, "The Veteran Speaks," designed to present authoritative veterans news and information. With Tim O'Sullivan, also veteran and station's news editor, Captain Bucheron analyzes the more prominent legislation and regulations.

WORD FROM GOVERNOR Earl C. Warren, of California, was broadcast by KDON Monterey (Calif.) during recent Centennial Celebration of raising of American flag in that community. Beards were worn by all community's leaders which explains growth on face of George Ross, station's commercial manager, who handled interview.

Famine Area Report

FINAL report to listeners of WLW Cincinnati on the problems faced in the famine countries of Europe was made July 18 at a dinner-broadcast by the WLW group of observers which has been touring those areas [BROADCASTING, July 22]. Four representative listeners who composed the group related their experiences and answered questions posed by many of the 200 dinner guests present for the Hotel Gibson broadcast.

Industries Dramatized

TO DRAMATIZE Pacific Coast industries showing their local importance as well as relation to national economy, CBS Pacific network has started series known as "Westerners At Work." Series has been arranged by Chet Huntley, Western Division director of public affairs, and is being handled by Peter Robeck of CBS Hollywood news bureau.

Cudahy Drops

THE CUDAHY PACKING Co., Chicago, Aug. 2 will drop sponsorship of "Tena & Tim" heard on CBS Monday through Friday 11:30-11:45 a.m. which will be replaced with a new sustaining show, "Time to Remember." The new show portrays narrations and dramatization of America in the making, featuring Milton Bacon as narrator. Al Ward is the director and Alan Sloane, writer.

Electric Co. Change

THE ELECTRIC Co. Advertising Program, New York, effective in early fall will substitute Phil Spitalny and his orchestra for Nelson Eddy on its "Electric Hour," Sun. 4:30-5 p.m. on CBS. The show will originate from New York rather than Hollywood. Agency is N. W. Ayer & Son, New York.

Red Feather Series

STARTED July 24 and originated from local Mechanics Hall, new WTAG Worcester, Mass., program, "Red Feather Get-to-gether" is presented in behalf of the Community Chest. Half-hour Wednesday evening series, of question-interview format, presents representatives of the organizations affiliated with the Community Chest.

WSJS Talent Search

TITLED "In Search of Stars," WSJS Winston-Salem, N. C., program is designed to give talented individuals a chance to break into radio. Heard Saturday afternoons, 13-week series will send best performer to New York for NBC audition.

Thought for Day

WCAU Philadelphia in conjunction with the Philadelphia Council of Churches is arranging a schedule of clergymen-authors who will prepare a four minute sermon or religious "thought of the day," to be broadcast daily in the concluding portion of the morning "Rural Digest."

AAF Series on MBS

SALUTING each week a different state, "This Is Your Country," has started as official AAF program on MBS, Wed. 8:30-9 p.m. Program features narrative interviews and popular melodies. Series originates in Washington.

On Atom Bomb

SPECIAL program is to be presented on Aug. 1, on ABC, Thurs. 10:30-11 p.m., dramatizing the "Birth of the Atom Bomb." Show is based on the discovery of atomic energy by Enrico Fermi, Italian scientist, in 1938. At the time Mr. Fermi did not realize the power of his discovery.

KFEL Covers

KFEL Denver via 130 miles of remote lines aired highlights of Second National Forum of Labor, Agriculture and Industry held July 22-24 at U. of Wyoming, Laramie.

On Public Issues

TITLED "Everybody's Business," KFOX Long Beach, Calif., has started series which deals with public issues and personalized public affairs messages. Broadcast weekly, program attempts to blend information and entertainment according to Norman Masterson, public affairs producer.

Youth Forum

SERIES of weekly programs, "Facing Tomorrow," has been started by WTOC Savannah, Ga. Broadcasts feature round table discussions by teen-agers on current problems and topics. Originated from Toddie Inn, city's teen-age canteen, program is heard Wed. 7-7:30 p.m.

Morning Devotions

TEN-minute religious program, "Sunrise Devotion," has been added to the morning schedule of WGL Fort Wayne, Ind., as 6 a.m. opening program. Hymns and a transcribed prayer by one of the local pastors is presented. Ministers who are members of the Ministerial Assn. of the city are invited to participate.

Promotion for Chicago Video Outlined at Set Makers' Meet

FIRST REPORTS of a closed session of radio manufacturers, distributors and sales executives, held Wednesday at the Electric Club, in Chicago, indicate an organized move to "sell" television to Chicago and the Midwest with a goal of 174,000 receivers by January 1, 1948.

Admitting that there are less than 400 receivers in working order in the Chicago area at the present time, the set manufacturers said present plans called for sharp increases in production to meet public demand.

This, they declared, would see "at least" 8,000 new television receivers in use in Chicago by January 1, 1947, with the larger amount "dependent on labor cooperation and material availabilities."

Presented under the sponsorship of the Electric Association, comprising manufacturers, retail and wholesale distributors and advertising and sales executives, the campaign was launched to establish Chicago as a top-ranking television center, A. B. Rodner, Jr., Commonwealth Edison Co., told the gathering.

Mr. Rodner said his company intended to "sparkplug" the activity with advertising, both on its own television show, *Telequizicalls*, on WBKB Chicago, and in its newspaper advertising.

Initial objectives of the campaign, he declared, are to awaken manufacturers to the growing demand for television receivers throughout Chicago and the Midwest, to enlist participation of manufacturers, distributors and dealers in using coordinated advertising, promotion and publicity, and to spur the installation of new television stations in Chicago.

One Commercial Outlet

With the exception of WBKB, Balaban & Katz owned-and-operated television station, no television is available to the Chicago public.

Zenith Radio Corp., is operating its own experimental station, and ABC recently completed arrangements with WBKB for sponsorship of outdoor sports contests, but all other applications have been held up either by the FCC or by "a natural unwillingness" to operate without receivers," Mr. Rodner declared.

As proof that television is in demand, Mr. Rodner cited a recent survey made by the utility company which reported 575 people of 2,000 interviewed as listing television receivers among electrical appliances they would buy first when they become available.

Only two television manufacturers are now in production in the Chicago area, he declared. The two, "Farnsworth and Belmont" will be joined by "at least" 20 others by 1947, he said he had been notified by manufacturers.

Rodner said the Electric Association would press for "at least" five television stations in operation in Chicago by January 1, 1948. He pointed out that, according to manufacturers, the average television receiver will be priced to retail at $250 each.

This, he declared, represents $43,500,000 in new business for retail dealers.

Attending Sessions

Attending the meeting were: E. H. Vogel, sales vice president Farnsworth Television & Radio Corp.; John Garceau, advertising manager, Farnsworth; L. A. McNabb, Bell & Howell Co.; E. Patrick Toll, national sales manager radio division, General Electric; Joseph Elliot, vice president, home instrument division, RCA; Richard Hooper, television promotion manager, RCA; John Downey, advertising manager, Majestic Radio; G. E. Brittan, vice president, Warwick Mfg. Co.; H. C. Bonfig, vice president, home radio sales, Zenith Radio Corp.; Victor A. Irvine, advertising manager, Galvin Mfg. Corp.; John Rankin, chief engineer, Belmont Radio Corp.; R. E. Doan, chief engineer, Stewart Warner Corp., and J. R. Brandenburg, assistant to manager, radio sales division, Stewart-Warner.

For a "HOT" buy in spot radio, participate in the RAY PERKINS SHOW...90 minutes every day of locally produced mirth and melody with popular recordings...featuring a nationally known network personality beamed to the KFEL audience

RAY PERKINS

KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

CONTROL!

Only MOTION PICTURES give you Control —Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION

Dept. BC3, 1270 Avenue of the Americas, N.Y. 20, N.Y.

A Radio-Keith-Orpheum Corporation Subsidiary

In Television . . . Film removes the question mark!

*Copyright U. S. Pat. Off.

Four Veterans Ask for Station to Fight Against Intolerance in Civilian Life

Mr. Murphy Mr. Ramen Mr. Cole Mr. Wolfson

FOUR veterans who slugged it out with Fascism overseas then returned to lecture on democracy in the Army's Information and Education Section are organizing a radio station as the best means of carrying on the fight against intolerance in civilian life.

As the Information & Education Broadcasting Corp. of Dayton, Ohio, they have applied for an FCC license under the call letters WSVD, signifying "the radio service voice of Dayton." Their purpose is to broadcast the fullest possible information on political and social subjects vital to all.

Frank M. Murphy, president of the group, was a sergeant and mortar gunner with the 75th Infantry Division in Europe. He has had radio experience with WDEL Wilmington, WAGE WFBL and WSYR Syracuse and extensive theatre training. Jack Ramen, vice president, was section chief of a 40 millimeter gun battery in Europe and sergeant major of the I. & E. Division on his return. Lawrence Wolfson, secretary-treasurer, spent two of his three Army years in the South Pacific and has had experience as a staff announcer on WDEF Chattanooga. Howard L. Cole, assistant-secretary treasurer, was in the Coast Artillery. He has had experience on WJAY and WHK Cleveland, and WADC Akron. Messrs. Ramen and Wolfson are lawyers.

"We propose," their statement to the FCC says, "to furnish a well-balanced program of news, entertainment and religious inspiration, which will appeal to all." They will "support the legislative aims of the Federal administration, without propaganda."

WASHINGTON OFFICE OPENED BY DEIGERT

ROBERT DEIGERT, architect specializing in radio and other communications buildings, has opened a Washington office at 2700 O St., N. W.

Mr. Deigert, who will practice as a consulting communication architect, was a lieutenant colonel and has just completed four years' service with the Army Airways Communication System. As director of the Technical and Development Division, wing commander and chief of operation of this branch, he was in charge of the design, construction and operation of more than 800 communication stations in various parts of the world.

Before the war Mr. Deigert had architectural offices in Toledo and Detroit and for the past 10 years has specialized in the structural and acoustic design of studios, transmitter buildings and other communications buildings. He has built a number of broadcasting stations in the United States. A Yale graduate, Mr. Deigert is a member of the American Institute of Architects.

KGO Commended

KGO SAN FRANCISCO has received a commendation from the Radio Committee of the San Francisco Bay Branch of the American Association of University Women for its efforts to minimize changes in local broadcast times during the switch to Daylight Saving Time in other parts of the country.

Bee-z-z-z-z

LISTENERS to KRBM Bozeman, Mont., fidgeted with dials when they heard a buzz or hum in their sets July 19. In a moment, however the announcer frantically assured them that it was no technical difficulty, but that the studio audience had gotten out of hand. The studio audience consisted of a swarm of bees, who hovered over the transcription cabinets—probably attracted by the wax there, as Ernie Neath, station manager, calmly observed. Soft music had no effect and as a last resort police were called. They declined jurisdiction, but sent an apiarist who managed to evict the little fans. No casualties.

Godfrey Contract

ARTHUR GODFREY has signed five year contract with CBS for two early-morning programs on WABC New York, WTOP Washington. He's on air 22 hours weekly—on CBS net Monday-Friday, 11-11:30 a.m., and *Arthur Godfrey's Talent Scouts* Tuesday, 9-9:30 p.m.; on WTOP since Jan. 15, 1934 WABC since April 27, 1941.

HERE'S THE HOTTEST FARM SPOT PROGRAM...

EVER OFFERED FOR SALE BY WOW!

MAL HANSEN, WOW's New FARM SERVICE REPORTER

In Farm News and Interviews — A Full Half-Hour — 6:30 to 7 A. M. Weekdays

MAL HANSEN covers every farm event within 150 miles of Omaha. He's a former 4-H clubber, born and raised on an Iowa farm. He knows farming and is respected by every farm leader in WOW-land. He has a pleasing radio personality. Hansen *has travelled 9,000 miles* this Spring, covering farm events for WOW listeners.

THE FARM SERVICE REPORTER is rapidly becoming the midwest clearing house for farm news, farm information and special farm events.

A NATURAL for the big advertiser who wants to sell to the multi-million dollar farm market. Phone the nearest John Blair office or WOW, Webster 3400, Omaha, for full details.

RADIO STATION
WOW INC
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN JR. PRES. & GEN. MGR.
JOHN BLAIR & CO. REPRESENTATIVES

Western Boom

(*Continued from page 36*)

$12,948,000,000 total—8.7% of the nation's (1944).

Retail sales? $3,187,?09,000 in 1939, practically doubling to $6,-057,756,000 by 1944. And still going up, with January, February, 1946, 15% ahead of January, 1945. Per capita, the rise is from $469.83 in 1939 to $693 in 1944, when the national average was $519. February 1946 sales in the 4,934 firms reporting to the Dept. of Commerce were $121,090,778.

Savings? Bank deposits have almost trebled in six years, from 4½ billion in 1939 to 11 billion in 1945. The world's largest private bank is in California: Bank of America, with 494 branches in 300 cities, and with $5,231,000,000 in deposits.

Where does the money come from? Many places . . . and getting many-er.

Agriculture, of course, is primary. No other state can equal California's farm income, $1,765,-445,000 in 1945—up a cool hundred million from 1944, up 241 million from 1943 (U. S. Dept. of Agriculture). Net income per farm was $7,079, also the highest in the United States. In California are the nation's top five counties in gross farm income; 17 of the first 25; 23 of the first 50. Of California farms, 96.3% are electrified (national average, 44.9%). California's annual $50,000,000 peach crop supplies 90% of nation's canning pack.

California Timber

Lumber from the mountains and foothills of the Sierras totals 2,-352,592 board feet sawed (U. S. Census of Forest Products, 1943). California ranks third among the states in this product.

Sixty different minerals worth $469,774,525 are produced (1944). In this category, too, California places third among all states. Petroleum production alone grossed $330,659,802 in 1944. And there are 3,000,000 motor vehicles (including 250,000 trucks) within the borders of the State to help consume it.

The Pacific offshore yields $26,-103,000 yearly to California fish nets (State Fish & Game Commission, 1942). Our commercial catch totals a quarter of the entire haul of the United States and Alaska combined, and is double the more publicized New England catch (U. S. Dept. of Commerce).

To see the whole thing—land and water, and especially the people and things which happen on them—tourists pour in profusely. They will probably spend $500,-000,000 in California in this first post-war year.

Business of all kinds is booming within California. In 1945 the State government licensed 4,683 new corporations, with an authorized capital of $1,113,967,220. This was 65.7% above 1944, and higher than any other year since 1931. The uptrend was consistent throughout last year, too. December, for instance, was the biggest month in history. And the last quarter of the year saw 1,669 new corporations come into being—double the 872 granted in the same period in 1940.

In the building field California carries a weight all out of proportion to its population. In 1942-1943, 100,683 new dwelling units and $587,032,000 in building permits were chalked up—20% of the national total (U. S. Bureau of Labor Statistics).

Boom in Building

During the war California's manufacturing gain was spectacular. It ranked behind only Michigan and New York in its swift rise (Dept. of Commerce) and its total war contracts ($20,383,486,-000 up to June, 1945). Its factory employment, less than 200,000 in 1921 and just as low ten years later, took a stride to 320,000 by 1940 and leaped to 893.000 at the peak in 1943.

By 1945 it leveled off at 608,000, still twice as much as before the war. And average weekly earnings kept right on rising even after V-J Day, from $28.65 in 1940 to $51.85 in 1943 and $53.55 in 1945 (California Div. of Labor Statistics). The bulk of the factories built and expanded in California during the war are the modern, efficient types most likely to continue as permanent gains.

California turned out $2,798,-200,000 worth of factory products in 1939 (U. S. Census of Manufactures). By 1943 production value quadrupled to $10,129,496,000 (State Chamber of Commerce). Per capita factory production was $412 in 1939, $434 four years later.

Oil, food, chemicals and printing are permanent top industries. Petroleum and coal products annually total $897,800,000 or $55.89 per capita, over twice the national figure. Food products have a yearly value of $379,200,000 or $132.32 per capita, half again as much as the national average.

Transportation equipment, excluding automobiles, adds up to $106,300,000 a year, or $15.66 per capita, also more than twice the national average. Chemical products have a yearly value of $167,-600,000; printing and publishing, $138,900,000.

Yet the possibilities of additional manufacturing activity are tremendous. With only 16.5% of all employed Californians in manufacturing, California women are leaving the factories for the home. *Facts Consolidated* reports that 88,300 women were employed in manufacturing in January 1946 against 93,400 in December '45 and 210,800 in January '45. There are plenty of men to take their places, however — 312,200 employed in manufacturing this January, 307,-000 last December.

This is the first of a series of three articles on Far West markets by Mr. McAndrews. The other two articles will appear in forthcoming issues.

Can you use *heavier* profits and *lighter* sales costs ?

Use WTAR's top buyer-bonus, in the creamy Norfolk Metropolitan Market

The time you buy on WTAR gives you a buyer-bonus that fattens your profits and slims your sales costs. . . . The BILLBOARD'S annual analysis of the nation's Hoopers (Oct.-Feb., '45-'46) in the April 20 issue, says:

"amazing picture of what a station can deliver"

". . . shows its heels to ALL station leaders . . ."

". . . until better Hooper report cards are written WTAR's tabbing will stand beyond a shadow of a doubt . . ."

. . . because WTAR topped the national network average 16 times. That, gentlemen, is AUDIENCE DELIVERING.

. . . and it gives you one-station, one-cost control of the metropolitan market still showing ITS heels to most national sales indices; ideal in size and performance to test your product, package and advertising.

Let us tell you more about this top-value media-market team.

WTAR

NBC NETWORK
5000 Watts Day and Night

National Representatives: Edward Petry & Co.

NORFOLK, VIRGINIA

here's the IOWA "hot spot" "cold cash" program!

as advertised on page 31 by

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

★ H. R. GROSS

IOWA'S FAVORITE NEWSCASTER

AVAILABLE NOW

6:15-6:30 P.M.

MON. THRU SAT.

Personalities make the news—and, personality determines listener loyalty! That's why if you ask an Iowan in a city . . . in a town, or on the farm . . . the answer'll be—"I'd rather listen to H. R. Gross."

KXEL

50,000 WATTS . . . CLEAR CHANNEL . . . ABC

Call your John Blair man for complete information of this current availability on K X E L ! He'll give you full details about K X E L's dominance in Iowa day-time radio! A recent independent mail survey asked: Daytime, at least 3 times a week, we listen to Station——? The answer . . . 1,778 replied . . .

48-plus% response!
61.3% said K X E L
58.2% said WHO
50.8% said WMT

Need more be said?

Josh Higgins Broadcasting Co., Waterloo, Iowa

Supply a SAFER answer

Continuous broadcasting service in the period ahead will depend largely on the safety of your tower—if it is down, you are off the air.

Complex, high-frequency array structures ... dual and triple-purpose antenna towers ... are problems where the added safety of IDECO triangular-section design is important.

The 100% safety record of IDECO Triangular Towers is due to the basic rigidity of triangular construction. Wind resistance and maximum load are reduced as much as 20% ... distortion with resulting secondary stresses is avoided, regardless of wind direction.

IDECO experience in the construction of antenna towers of all types, including structures for Army and Navy radar service, is available for the solution of your problems. IDECO Towers can be ordered from any of the principal manufacturers of broadcasting equipment or can be supplied direct. Write for descriptive bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT CO.

IDECO

850 Michigan Avenue • Columbus 8, Ohio

Sales Offices:

New York • Washington, D. C. • Dallas • Houston

Tulsa • Los Angeles

AAAN Annual Awards Given for Productions

AFFILIATED Advertising Agencies Network, headquarters in San Francisco, has presented its 1945 Gold Award to *Hackberry Hotel*, produced for Universal Mills by Advertising-Business Agency, Fort Worth. The show originated on KGKO, Fort Worth and Dallas, and was fed to the Lone Star chain. A joke book give-away doubled the previous mail-pull record of KGKO.

The silver award went to *Musical Sweets*, produced for Sierra Candy Co. by the Robert B. Young agency of San Francisco, and used on 14 stations in the Pacific Northwest.

Radio, Adv. Curriculum Set for U. of Georgia

RADIO AND ADVERTISING are two of six fields open for specialization in the revised program of the U. of Georgia Journalism School, starting this fall.

The new curriculum is "an effort to make the instruction of maximum benefit to students, especially in terms of placement following graduation," according to the university's announcement.

Richard S. Nickeson, recently named to teach radio, has a background of practical radio experience at KQV Pittsburgh, WKST New Castle, Pa., and WFMJ Youngstown, Ohio. Described as the "outstanding man in radio in the Wisconsin Graduate School this year," Mr. Nickeson wrote a thesis on "The History of the Radio Commercial."

SAG in Video

TO STUDY question of union jurisdiction, Screen Actors Guild has appointed a television committee. As a starter committee consists of Harpo Marx, Dick Powell and Tudor Williams. Action was taken by SAG board of directors because American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists and Actors Equity had "not yet acted to organize the television field and establish minimum wage scales." Study will be made in collaboration with other actor units in attempts to cover all talent who perform on film intended for video use. Move may precipitate prolonged battle between SAG and other talent unions of the Associated Actors and Artists of America.

Fly to Arbitrate

JAMES LAWRENCE FLY, former FCC chairman, was named by Secretary of Labor Schwellenbach last week as arbitrator of labor disputes involving radio operators on Atlantic and Gulf Coast ships. The June 15 settlement of the CIO maritime case required appointment of an arbitrator for certain secondary issues if no agreement was reached within 30 days.

NEW WSYR CONTEST
Vadeboncoeur, Wheaton Back From London Trip

E. R. Vadeboncoeur (r) and Announcer Ed Jones.

BACK from London, where he accompanied Charles F. Wheaton, winner of the first *New Horizon* contest conducted by WSYR Syracuse, E. R. (Curly) Vadeboncoeur, WSYR vice president, immediately helped start a new contest, the winner of which will be given an air trip to Mexico City. Current contest is to find a slogan for the United Nations.

Mr. Vadeboncoeur, one of the founders of WINR Binghamton, N. Y., which is scheduled to go on the air Aug. 1, broadcast his impressions of the trip to London on his arrival at Syracuse airport aboard an American Airlines flagship with Mr. Wheaton. While in London he broadcast regularly, using BBC facilities to beam his programs to WSYR.

The *New Horizon* is broadcast at 7 p.m. Saturdays with cooperation of community leaders and educators.

State Dept. to Operate Shortwave in New York

MERGER of the New York and San Francisco radio operations of State Dept.'s Office of International Information & Cultural Affairs began fortnight ago when first contingent of some 50 persons transferred from San Francisco to New York. All shortwave operations henceforth will be handled from New York, William B. Benton, Assistant Secretary of State in charge of Public Affairs, announced.

Kenneth H. Fry, former West Coast chief, now acting chief, International Broadcast Division, will supervise shortwave activities, maintaining headquarters in Washington. State Dept. currently is using 36 transmitters, beaming programs to all parts of the world. Ten West Coast transmitters will continue to beam program material to the Far East, but will be fed by land lines from New York. Samuel H. Richard, former president American U., Rangoon, veteran of the San Francisco office, OIC, will head the Far East Section under the merger.

Whether it's Cold...

...or whether it's Hot...

...**"What's the weather?" is a HOT "hot-spot"!**

Especially tailored to the exacting tastes of Northwest audiences, "What's the Weather?" has been breaking records for three years. Spotted 8:00 to 8:25 a.m. against such opposition as "The Breakfast Club," it has earned a rating of 15.3*—more than 71% of all sets-in-use.

Every week, Cal Culver, the show's amiable MC, opens from 1200 to 2000 letters from folks who never miss "What's the Weather?" This show is *sales*-tested, too. Using three programs per week, Hartford Bulb Company sold 1290 sets of bulbs—at $1.69 each—in one month. And at a lower cost-per-order than any other station carrying the account.

This outstanding buy is *now available* for sponsorship. Better hurry—it won't be available long.

*Robert S. Conlan—April, 1946

KFYR Bismarck, N. D.

5000 Watts Day and Night
NBC Affiliate 550 Kilocycles

ask any john blair man

KZPI EXCLUSIVE
Manila Station Interviews Leaders of Huks

AN EXCLUSIVE interview with Luis Taruc, leader of the rebellious Philippine Hukbalahaps who have been terrorizing Central Luzon was claimed by KZPI Manila, first operating station of the Philippine Broadcasting Co.

The guerrilla chief was secretly taken to KZPI's studios and went on the air in a half-hour interview.

A week before on July 4, Philippine Independence Day — KZPI had begun operations with its entire first-day programming devoted to the historic inauguration of the Philippine state. Five other stations of the network, at Davao, Iloilo, Tacloban, Cebu and Zamboanga, will be in operation by the first of next year, it was reported.

Rival Applicant's Withdrawal Is Issue in Georgia Hearing

INVESTIGATION of charges that Tift County Broadcasting Co.'s competing application, later withdrawn, was "not filed in good faith" will be made by the FCC during hearing on application of Walter A. Graham for a standard station in Tifton, Ga.

Issues for the hearing also include a determination of circumstances surrounding the withdrawal of the Tift County application [BROADCASTING, April 8] and any methods which may have been used by the original applicant to induce the competing party to withdraw its application.

Application by Mr. Graham was filed with the Commission Sept. 4, 1945, along with a series of communications requesting immediate consideration on the grounds that present service in the Tifton area is inadequate. Accompanying the Graham application were numerous resolutions and endorsements from civic leaders and organizations praising Mr. Graham's qualifications and the immediate need for a station in Tifton.

These included letters to FCC from Walter F. George and Richard B. Russell, Democratic Senators from Georgia; Rep. Eugene Cox (D-Ga.); Ralph H. Pittman, State representative, and R. Eve, Georgia Superior Court Judge.

Judge Eve wrote the Commission that it was his opinion the Tift County company's apparent "design is to overthrow Mr. Graham and substantiate themselves." Judge Eve also said Senators Russell and George would vouch for his character.

A reply, from Acting Chairman Charles R. Denny Jr., inviting Judge Eve to testify on behalf of Mr. Graham and present proof of his charge that the Tift County application was filed for the purpose of "delaying or hindering the grant" of Mr. Graham's application, was acknowledged by Judge Eve who stated that he was merely expressing his personal opinion, rather than making a charge.

Could Purchase

Mr. Graham has retained William Shepherd in an advisory capacity and as the proposed manager of his station. Mr. Graham stated that at a later date Mr. Shepherd would be given an opportunity to purchase a one-fifth interest in the station, with FCC consent.

Mr. Graham estimated his station would cost approximately $9,900. Both applicants—Tift County and Mr. Graham—applied for 1340 kc with 250 w fulltime.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET DORIS!

This is Doris Murphy, KMA's charming Continuity Editor—KMA pioneer—and Magna Cum Laude graduate of the School of Radio Experience.

Doris studied journalism at the University of Missouri, and prior to entering radio, was for five years in newspaper work. She first became associated with KMA in 1930. Since 1940 she has served as the Continuity Editor.

At KMA Doris has been newscaster—commercial announcer—head of traffic department—editor of station house organ. She is a native of southwestern Iowa, knows its people and *talks their language.*

Doris Murphy's background, initiative, imagination and vision make her Department one of the smoothest and most effective in the organization. To know how much that means, write for your copy of our "1945 Radio Mail Study".

KMA

AMERICAN BROADCASTING CO.

155 COUNTIES AROUND SHENANDOAH, IOWA

LEWIS H. AVERY, Inc., National Representatives

Milestones

FOURTEENTH anniversary of *Jack Armstrong, the All-American Boy*, will be celebrated July 31 during its ABC broadcast. Continuously sponsored on ABC by General Mills Co., Minneapolis, for Wheaties, since July 1932, program is heard Monday through Friday 5:30-5:45 p. m. Agency is Knox Reeves Adv., Minneapolis.

With July 21 broadcast on NBC, *General Motors Symphony of the Air* marked its third year of continuous sponsorship by that firm. Series is heard Sun. 5-6 p. m., EDT. . . . Bill Herson, m. c., of morning WRC Washington *Timekeeper* show, has entered his fifth year with NBC outlet. . . . British Columbia Electric Railway Co., Vancouver, B. C., also is starting its fifth year with *Home Service News* program and spot announcements on Vancouver and Victoria stations, placing through O'Brien-Gourlay, Vancouver.

July 14 was date for 400th consecutive Sunday broadcast of *Sunday Polish Hour* on WTMV East St. Louis, Ill. John Kukawski conducts. . . . Same date FM station KOAD Omaha turned back the clock 24 years in duplicating a 1922 broadcast of KOWH Omaha in which the Hanscom Park Methodist Church figured in a pioneer remote control religious program.

Ad Club Luncheon

WITH luncheon meeting devoted to NBC-United Nations program project, Los Angeles Advertising Club will have Carlton Savage of State Dept., Washington, as guest speaker on July 30. Robert McAndrews, NBC Western Division advertising and promotion manager, will be chairman of day. Jennings Pierce, NBC Western Division director of station relations, is in charge of program arrangements. Mr. McAndrews recently was elected vice president of the Advertising Association of the West.

TODAY'S BEST BUY ON WFBR-BALTIMORE

THE HOBBY CLUB

(Cited by both Variety and Billboard for Excellence)

HERE'S WHAT THE HOBBY CLUB BUYS

65 Weeks Sustaining Build-up. ● A Top Notch Program conducted by one of Maryland's leading Educators, Frank A. Woodfield. ● Big Studio Audience. ● Mailing List of Thousands. ● Responsive Air Audience of Children and Parents. ● "Box Top" Potential That Delivers. ● On Baltimore's Big Home Station WFBR

ASK THE NEAREST BLAIR MAN FOR COST

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

SPEED GOES UP

COST COMES DOWN

with more space available to handle your shipments

TWICE AS FAST! Yes, many Air Express shipments now travel at almost double former air-speeds — in the swift new planes now operated by the Airlines.

YET COST IS DOWN. Reduced rates (see table) include special pick-up and delivery, making same-day delivery possible between many airport towns and cities.

MORE SPACE AVAILABLE—in bigger planes, in more planes. Service direct between all major U. S. towns and cities. Rapid air-rail schedules to and from 23,000 other communities in this country. Foreign service direct by air to and from scores of countries — the world's best service, in the world's best planes.

RATES CUT 22% SINCE 1943 (U. S. A.)					
AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07c
349	1.02	1.18	2.30	3.68	9.21c
549	1.07	1.42	3.84	6.14	15.35c
1049	1.17	1.98	7.68	12.28	30.70c
2349	1.45	3.53	17.65	28.24	70.61c
Over 2350	1.47	3.68	18.42	29.47	73.68c
INTERNATIONAL RATES ALSO REDUCED					

WRITE TODAY for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

AIR EXPRESS

GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

NEW YORK AUTO RADIO

Phone Company to Begin Regular Service To Motorists on Highways

THE New York Telephone Co. will soon begin installing two-way radiotelephone service for automobiles in the metropolitan area, it was learned last week. The service, subject to FCC approval, will go into effect late this summer or early in the fall.

Tentative rates call for a $25 installation fee, with a $15 monthly rental fee thereafter, plus $7 minimum monthly service charge, allowing the modern motorist between 15 and 20 three-minute local calls. Toll rates will be charged for out-of-town calls. Two 250 w transmitters, one in Mt. Vernon, N. Y., and the other in the phone company's Long Lines Building on Manhattan's Avenue of the Americas will link the control station in the building itself.

This set-up, allowing service over the initial one-voice channel in the 150 mc range, will be maintained within a radius of 20 to 25 miles of each transmitter. This will encompass New York City, Nassau County, lower-Westchester and near-by New Jersey. This latest communications advance will allow one general two-way telephone service, another for a two-way dispatch service between a customer's office and his mobile units and last, for one-way signalling service to mobile units.

Glenn Warnock Building FM Station for WAIM

GLENN WARNOCK, formerly staff member of radar division under Admiral Nimitz, has arrived in Anderson, S. C., for the construction of the new FM outlet of WAIM Anderson, owned and operated by Wilton E. Hall. Mr. Warnock will manage both WAIM and the FM station, which will use the call letters WCAC—the last three letters denoting Clemson Agricultural College, located there.

State-wide agricultural service is planned for WCAC utilizing farm information from the college.

New outlet will use 29 kw radiated power. According to Mr. Hall, the transmitter and equipment have already been shipped to Anderson.

Carriers to Refile

APPLICATIONS of international radiotelegraph carriers to lease lines from the United Nations headquarters, Lake Success, Long Island, N. Y., to respective transmitters are likely to be refiled with FCC, contending Western Union facilities are inadequate to handle traffic. Despite UN support, Commission has dismissed without prejudice joint application of Commercial Cable Co., Mackay Radio & Telegraph Co., All America Cables & Radio, and RCA Communications, for temporary authority to lease lines for one year. Press Wireless plans to file contending WU facilities are inadequate. UN supported joint application in letter to Commission.

CINEMA ENGINEERING Co., Burbank, Calif., announces manufacture of new diameter equalizer, simplified in design and capable of equalizing eight decibels at five inches recording disc diameter down to zero decibles at 12 inches diameter at 10,000 cycles.

Transit Company Radio Planned in Okla. City

OKLAHOMA CITY will soon have shortwave communication between busses and street cars and the central office of the Oklahoma Railway Co., city transportation concern.

Operation details and schedules will be checked by radio. Accident reports will be facilitated and the company believes some accidents may be prevented by radio warnings.

The system will also cover intercity transportation to Norman and other cities served by the transit company.

Stock Is Listed

TAYLOR, PEARSON & CARSON, Calgary, holding company for a number of Canadian stations, (CFAC Calgary, CJCA Edmonton, CKOC Hamilton), for an operating company running a number of additional western Canadian stations, a radio representation and transcription company, All Canada Radio Facilities, and operating automobile accessories and radio stores in western Canada, has had its stock listed on the Toronto Stock Exchange. Authorized capital is 50,000 5% comulative redeemable convertible preferred shares of $10 par value, and 300,000 common, of which 25,000 preferred and 200,000 common are issued.

AFRS Moves

STREAMLINING operations in line with postwar economy of personnel, Armed Forces Radio Service has closed its San Francisco offices and moved its news originations to Hollywood, center of organization's other activities. Under new setup, 16-hour-a-day schedule has been moved to Hollywood where writing and production of such AFRS shows as *Command Performance*, *USA*, *Jubilee* and *Mail Call* are handled. Broadcasts are beamed to Aleutians, China, Japan, Philippines, Southwest and Middle Pacific as well as ships at sea through combined shortwave facilities of KCBE KGEX KNBA KGEI KNBI KNBX KWID KWIX.

Here's What Your J.B.M.* Means by "Hot" Spots

From the time it was first aired last March, the 40-minute WIBC audience participating show, "P.M. Party," has been a four-star hit with Hoosiers . . . one of the hottest "spots" in Indiana. For the premier performance, a simple announcement was enough to pack the studios . . . and "P.M. Party" has been packing 'em in ever since.

Like the infinitely larger stay-at-home audience, the women shoppers (and men, too) who fill the studio to S.R.O. every week-day afternoon are the faithful followers of the popular WIBC personalities who stage this live wire, live talent show. They flock to hear the songs of Rance MacFarland and Dave Hamilton . . . the music of Walt Jackson and His Cavaliers . . . the emceeing of genial Gene Kelly . . . and to take part in the "Crazy Question Quiz" or toss the rings for a greenback or two.

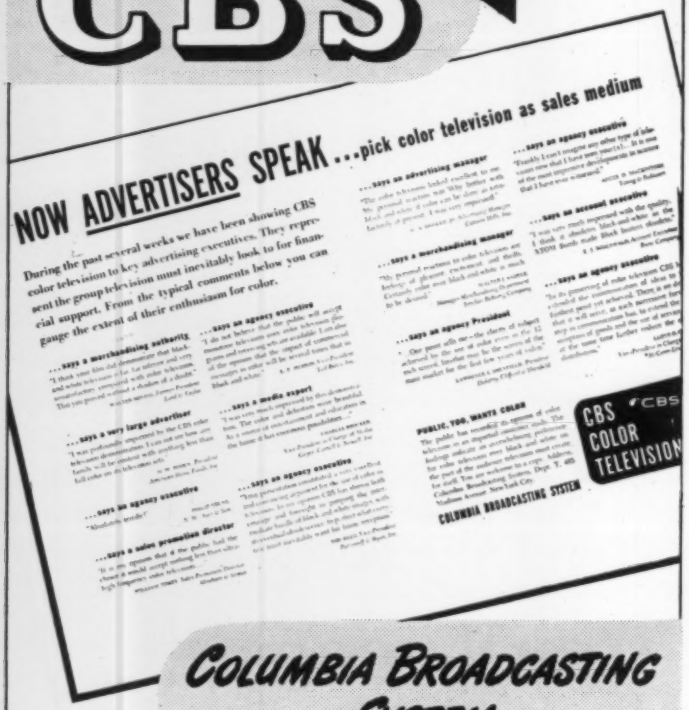
Here in "P.M. Party" is what WIBC means by "live talent—alive to your commercial objective" . . . and here is what your John Blair Man means when he talks about "hot" spots—*pre-tested* spot programs already established on the air. So, if you want to increase sales in Indiana, get in touch with your J.B.M. today about this particular Hoosier "hot" spot . . . and the host of other live talent shows that make WIBC time your best buy in Indianapolis.

*JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

CBS


NOW ADVERTISERS SPEAK ...pick color television as sales medium
During the past several weeks we have been showing CBS color television to key advertising executives. They represent the group television must inevitably look to for financial support. From the typical comments below you can gauge the extent of their enthusiasm for color.
...says a merchandising authority
...says an agency executive
...says a very large advertiser
...says an agency executive
...says a sales promotion director
...says a media expert
...says an agency executive
...says an agency executive
...says an agency President
...says an agency executive
...says an account executive
...says a merchandising manager
...says an advertising manager
...says an agency executive
PUBLIC, TOO, WANTS COLOR
CBS COLOR TELEVISION
CBS
COLUMBIA BROADCASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

▼

78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.

Printers' Ink

MANAGEMENT

JACK TODD, since 1940 manager of KANS Wichita, Kan., under the ownership of **DON SEARLE** and **HERB HOLLISTER**, has resigned to become general manager of the new KBOL Boulder, Col., licensed to Mr. Hollister. KANS recently transferred to the ownership of **O. L. (Ted) TAYLOR**, head of the Taylor-Howe-Snowden organization.

JACK HEINTZ, for several months account executive of Don Lee Broadcasting System, Hollywood, has been appointed general manager of KIEV Glendale, Calif. He succeeds **KENNETH O. TINKHAM**, resigned. Mr. Heintz before joining Don Lee Broadcasting System was for a time manager of KTMS Santa Barbara and prior to that a Navy lieutenant for 2½ years. Prior to service he was for five years manager of WCBS Springfield, Ill.

COLE WYLIE, president-owner of ZBM, new local operating in Hamilton, Bermuda, is in Washington undergoing treatment for an apparent arthritis attack. The ailment, not yet finally diagnosed, may be a flareup of a tropical disorder which occurred when Mr. Wylie was on military duty in India in 1943.

J. FRANK BURKE Jr., general manager of KFVD Los Angeles, is the father of a boy.

GEORGE BLUMINSTOCK, co-owner and general manager of WSKB McComb, Miss., has been in Hollywood for 10 days on combined business and pleasure.

E. R. VADEBONCOEUR, vice president and news commentator of WSYR Syracuse, has been named station executive and vice president of WINR Binghamton, N. Y., NBC affiliate which goes on the air Aug. 1.

JACKSON LEIGHTER, president of WLIB New York, July 23 flew to Paris to cover the Peace Conference. He is broadcasting reports to the U. S. for use by the three Thackrey-owned stations, WLIB New York, KLAC Los Angeles and KYA San Francisco.

WILLIAM HAWKINS, assistant manager of CFOS Owen Sound, Ont., July 12 married Margaret Gleason.

HARRISON FLINT, manager of CKSF Cornwall, Ont., has returned to the station after an extended illness.

JIM HIGGINS, assistant manager of WMSA Massena, N. Y., will be guest m.c. at CKSF Cornwall, Ont., for American visitors on Old Home Week's American Day Aug. 10.

CAPT. JOHN A. KENNEDY, aide to Secretary of the Navy Forrestal, is expected to terminate his naval reserve services begun in 1942 to return to Charleston as president of the West Virginia Network. He was to return last weekend from a globe-girdling naval inspection tour with Secretary Forrestal which included the first Bikini atom bomb test. Before being commissioned a lieutenant commander in 1942, Captain Kennedy served as regional WPB director in the Midwest as a dollar-a-year man.

Capt. Kennedy

DAVIDSON TAYLOR, CBS vice president in charge of programs, July 24 became the father of a girl, Alison Elizabeth.

BURKE LEAVING FCC FOR PRIVATE FIRM

EUGENE L. BURKE, senior attorney, Broadcast Division of the FCC, has resigned effective Aug. 1 to enter private practice in Washington, D. C. Mr. Burke will be associated with law firm of Hayes and Hayes, specialists in tax and radio law, in the Munsey Bldg.

Mr. Burke

Mr. Burke, who last week concluded hearings on WNOE-Deep South Broadcasting Co. applications for 50-kw operation in New Orleans, transferred to the FCC from the Bureau of Internal Revenue in 1935. He was assigned to the accounting department, later moving to the law section. Mr. Burke enlisted in the Navy in May 1944, attached to the Communications Branch. He saw action aboard the USS *Texas* at Iwo Jima and Okinawa.

Mr. Burke was born in Clinton, Iowa, Sept. 23, 1911. He graduated from Columbus U. in Washington, D. C., and took a post-graduate course at the Catholic U. law school.

BRISACHER, VAN NORDEN & STAFF has been appointed to handle the advertising of the San Francisco Milk Industry.

Upcoming

July 30: Oral Argument on Washington FM Applications, FCC Hqtrs., Washington, D. C.
July 30: Oral Argument KQW Transfer, FCC Hqtrs., Washington, D. C.
Aug. 3-4: NAB Board Finance Committee, Hotel Stanley, Estes Park, Col.
Aug. 5: NAB Board By-Laws Revision, Hotel Stanley, Estes Park, Col.
Aug. 5: NAB Board on Certificates of Merit, Hotel Stanley, Estes Park, Col.
Aug. 5-6: Western Assn. of Broadcasters (Canadian) Annual Convention, Harrison Hotel, Hot Springs, B. C.
Aug. 6-8: NAB Board of Directors, Hotel Stanley, Estes Park, Col.
Aug. 12-13: NAB Employe-Employer Relations Committee, Washington.
Aug. 23-25: AFRA National Convention, Hollywood.
Sept. 9-10: NAB Small Market Stations Executive Committee, Washington.
Sept. 11: Brand Research Foundation regional meeting, San Francisco.
Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.

"FURS ON PARADE"

39 transcribed programs. The most successful fur promotion and radio campaign in the country! 1946-47 version now ready. Exclusive to one sponsor in a city. Already signed by over 50 stations!

Write, phone or wire NOW for audition samples and rates.

KASPER-GORDON Inc.

140 Boylston St., Boston 16, Mass.

One of the Country's Largest Producers of Successful Radio Programs

MIAMI HERALD *Personalities*

WHO PRESENT THE WQAM HERALD REPORTER

JOHN T. BILLS . . .
Herald radio broadcast editor Fifteen years news experience, the last three as newscaster and commentator.

JACK BELL . . .
Herald "Town Crier" columnist and war correspondent. Twenty-five years experience as a newsman.

JACK KOFOED . . .
Herald columnist and war correspandent, author of many short stories and books, 25 years a newsman.

ROBERT R. QUINN...
Herald assistant city editor and specialist in local news. Eighteen years a newsman.

ROBERT ELLIOTT...
Herald executive sports editor, and specialist in golf and baseball coverage. Fourteen years experience.

LUTHER VOLTZ . . .
Herald city hall reporter, and specialist in covering the Miami political scene.

THE 'HOT SPOT' NEWS HEADLINER 6:30 to 6:45 p.m. Mon. thru Sat.

☆ Local and State, National and International News . . . with a sports wind-up final.

South Florida's fabulously growing market Tunes in and Listens, regularly to the Herald Reporter.

HOOPERATING 8.8 (Dec. 1945 through April 1946 Survey)

MIAMI BROADCASTING COMPANY
Affiliated
CBS
and
MIAMI HERALD
"The Voice Of Tropical America"

WQAM
MIAMI, FLORIDA

SEE YOUR JOHN BLAIR MAN

GIVE THE
DALLAS
and
FT. WORTH
MARKETS
The
One-Two
Punch
WITH
WRR-KFJZ

Get Both Stations for ONE price

You can now hit this Billion Dollar Market area with these two established 5000 watt stations, either simultaneously or at separate hours, for one price . . . at no extra cost.

Extensive surveys have established proof of the listener-loyalty of WRR-KFJZ . . . A combination of these two offers double coverage of these great markets.

REPRESENTED BY
WEED & CO.
NEW YORK
DETROIT
CHICAGO
BOSTON
ATLANTA
HOLLYWOOD

Sweatt Stresses Radio For Education at KYW

WARNING educators to avoid lackadaisical presentation of many of their programs, Kelsey S. Sweatt, Massachusetts State Department of Education radio director, gave a timely suggestion that they should put forth extra effort to gain greater listener interest if radio is to be utilized to its fullest extent and not become a "lost opportunity" in educational work.

Mr. Sweatt addressed his talk to a group of the Philadelphia Schools' faculty members at the fourth annual Teachers Radio Workshop held at KYW Philadelphia.

Educators cannot ignore the fact that school children listen to the radio as many hours a week as they spend in classrooms, he said. Adults spend six times as many hours listening to radios as they do in reading books.

Educational Applicants Issued Grants by FCC

THE FCC has authorized two new non-commercial educational FM stations, one in North Sacramento, Calif. and the other in Eugene, Ore.

Grant Union High School and Technical College, N. Sacramento will operate on 90.5 mc (channel 213); power: 0.8 kw; antenna: 470 feet; approved types of frequency monitors to be used, site subject to CAA approval.

School District No. 4, under School Board, a municipal corporation organized under Oregon State laws only located in Eugene, will use channel 211, 90.1 mc; power: 0.3 kw; antenna height: —45 feet (below sea level); site subject to CAA approval.

KBS Adds 13 Stations

KEYSTONE Broadcasting System, New York, has announced the addition of the following 13 affiliates bringing total KBS stations to 216: WCTA Andalusia, Ala.; KAMD Camden, Ark.; KCRT Trinidad, Col.; WMGR Bainbridge, Ga.; WBFH Cartersville, Ga.; WMVG Milledgeville, Ga.; KBMY Billings, Mont.; WNCA Asheville, N. C.; WBUY Lexington, N. C.; WTSB Lumberton, N. C.; WNVA Norton, Va.; WMON Montgomery, W. Va.; WDLB Marshfield, Wis.

WCCO Signs Contract

SIGNING of a contract with the American Newspaper Guild to cover all news writers, was announced last week by WCCO Minneapolis. Contract, negotiated by A. E. Joscelyn, station general manager, and Sig Mickelson, WCCO director of news and special events, with John J. Biddison, representing ANG, provides for eight-hour day, five-day week, with new minimum pay scale gradually increasing upon length of service. Agreement also provides for three-week vacation.

Fit, But Not Surviving

[Editor's Note: Contrary to our policy we are publishing the following anonymous letter which bears the postmark of a town in a midwestern state. The text of the letter makes obvious the writer's reasons for asking to remain anonymous.]

EDITOR, BROADCASTING:

Is the FCC doing a Dr. Jekyll and Mr. Hyde act?

It is my understanding that the FCC looks with favor upon the "little guy" with radio background and know-how who wants to invest his necessarily limited bankroll in a station of his own. Almost everyone will applaud that attitude. The belief that such is the attitude of the FCC has encouraged many "little guys" to try their wings. Witness the hundreds of applications now on file.

But, on the other hand, who can applaud the Mr. Hyde attitude of the FCC when they practice the "survival of the fittest" or "dog eat dog" policy of making station grants? Their policy of granting every possible applicant, without regard to whether or not it is economically feasible for so many stations to operate in a market, automatically counteracts their benevolent attitude toward the "little guy."

Undoubtedly, the FCC has little interest in whether or not a station operates profitably. Yet, they ask . . . even demand . . . better programming, more public service, less commercialism. Theoretically the FCC is consistent. Competition for the listening audience works to create better programming. Practically the policy is not consistent when carried to the extreme that is now being done.

Can the "little guy" with limited financing render public service, do creative local programming, contribute to his community if he must cut every operational cost to keep his head above water financially?

Will the well-financed station be able or willing to spend money for better programs, more public service if the station operation is doomed to be a losing proposition until such time that competition folds up to leave a clear field for the money-backed station?

The results are very evident. The public receives poor service from all stations until one or more stations fail financially. Mr. Little Guy gets squeezed out.

What chance is there for the "little guy"? He can be the most community-minded and sincere operator in the business, he can be a genius at creative programming, radio wise, a miracle worker but it still takes profits to keep a station on the air doing a job. To survive, the "little guy" will have to be a miracle worker.

I do not decry wholesome competition . . . it makes for better radio, better business. I do deplore the uneconomical policy of wholesale granting of station licenses without regard for the commercial potential of the market to be served. Without profitable operation no station can serve the public or itself.

The FCC in the role of Dr. Jekyll says, "Come on little guy, we want to see you get a chance, we offer opportunity."

Then, as Mr. Hyde, "We grant four stations in your town of 10,000. Here is a knife for each of you. Cut each other's throat and may the best man win. But remember, to stay in the fight you must give lots of public service, use plenty of local talent, be creative in your programming. And don't you dare be too commercial."

Why doesn't the FCC warn the "little guy" that he is wasting his time and money? He should be told frankly that it is the policy of the FCC to foster conditions under which it is virtually a financial impossibility for the "little guy" to survive.

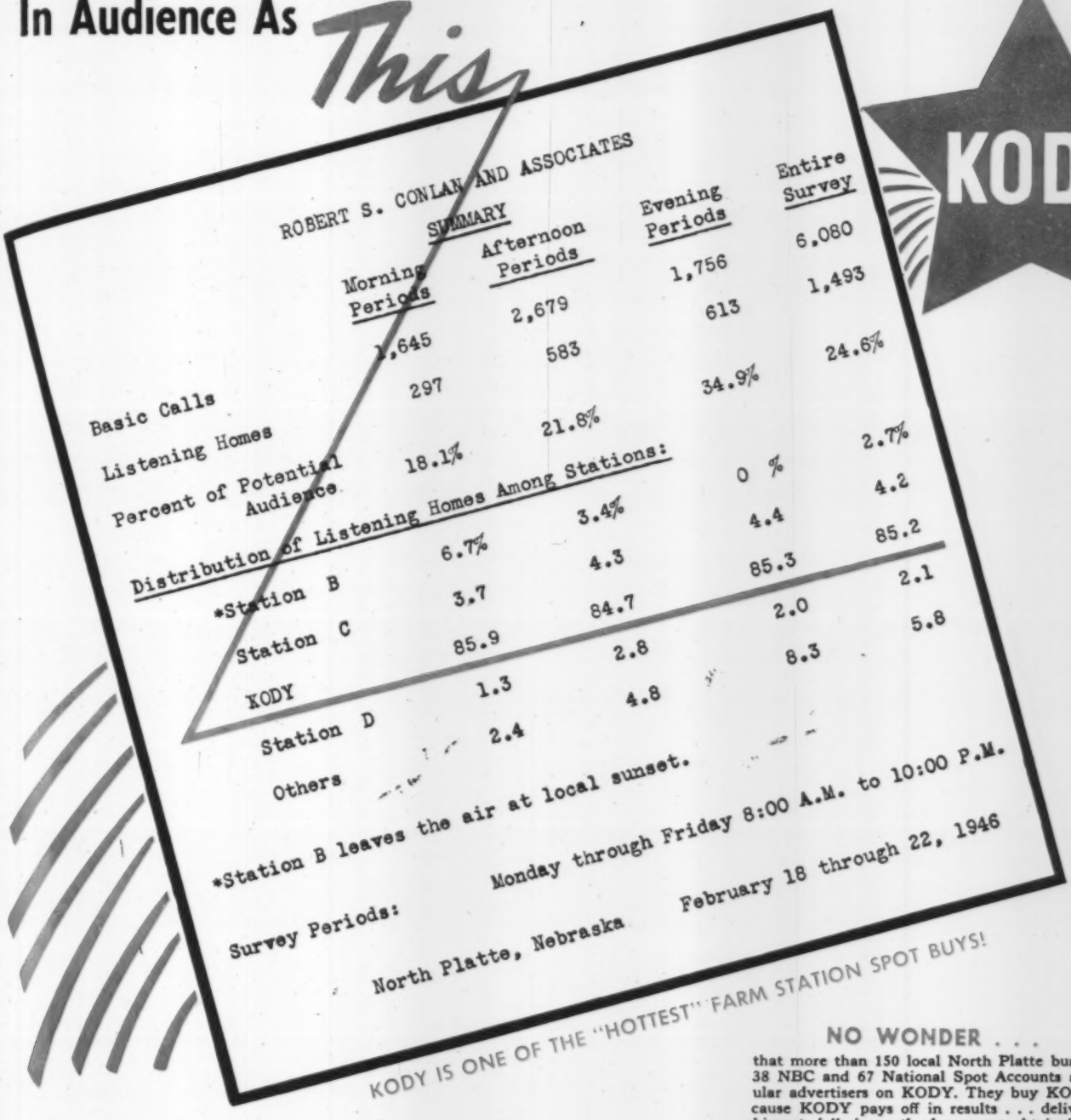
If that is to continue to be the policy of the FCC, the American tradition of starting small and pulling oneself up the ladder by energy and initiative is lost to radio. How soon will it be lost to all industry?

The only applicants for radio stations today who can force a smile in the face of the Mr. Hyde tactics of the FCC will be those with lots of money. Even they must wonder what new fiendish policy Mr. Hyde will announce next week.

For years I have belittled those who write anonymous letters to the editor—no courage, I said. Now it is my turn. I lack the courage, frankly, to jeopardize the investment and hopes of my friends by signing this letter. I fear the malicious reprisals of Mr. Hyde of FCC who brooks no criticism.

Signed,
One of the "Little Guys"

Seldom Has A Station Achieved Such Leadership In Audience As *This*



ROBERT S. CONLAN AND ASSOCIATES

SUMMARY

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	1,645	2,679	1,756	6,080
Listening Homes	297	583	613	1,493
Percent of Potential Audience	18.1%	21.8%	34.9%	24.6%
Distribution of Listening Homes Among Stations:				
*Station B	6.7%	3.4%	0 %	2.7%
Station C	3.7	4.3	4.4	4.2
KODY	85.9	84.7	85.3	85.2
Station D	1.3	2.8	2.0	2.1
Others	2.4	4.8	8.3	5.8

*Station B leaves the air at local sunset.

Survey Periods: Monday through Friday 8:00 A.M. to 10:00 P.M.

North Platte, Nebraska February 18 through 22, 1946

KODY IS ONE OF THE "HOTTEST" FARM STATION SPOT BUYS!

NO WONDER . . .

that more than 150 local North Platte businesses, 38 NBC and 67 National Spot Accounts are regular advertisers on KODY. They buy KODY because KODY pays off in results . . . delivers the biggest *dollar's worth* of coverage obtainable anywhere.

THE BIGGEST SMALL MARKET

The North Platte Trade Territory—as defined by the North Platte Chamber of Commerce—has an annual retail sales volume of over $100,000,000.00.

About one-third of the families in North Platte are railroad workers, with year 'round substantial incomes from this source. North Platte is the center of a rich ranching and farming area. The prosperous cities of McCook, Lexington, Ogallala and Broken Bow also are in KODY's ½ millivolt area.

Write, Wire or Phone For Availabilities

RADIO STATION **KODY** NBC

1240 KC

NORTH PLATTE NEBRASKA

Owned and Operated by

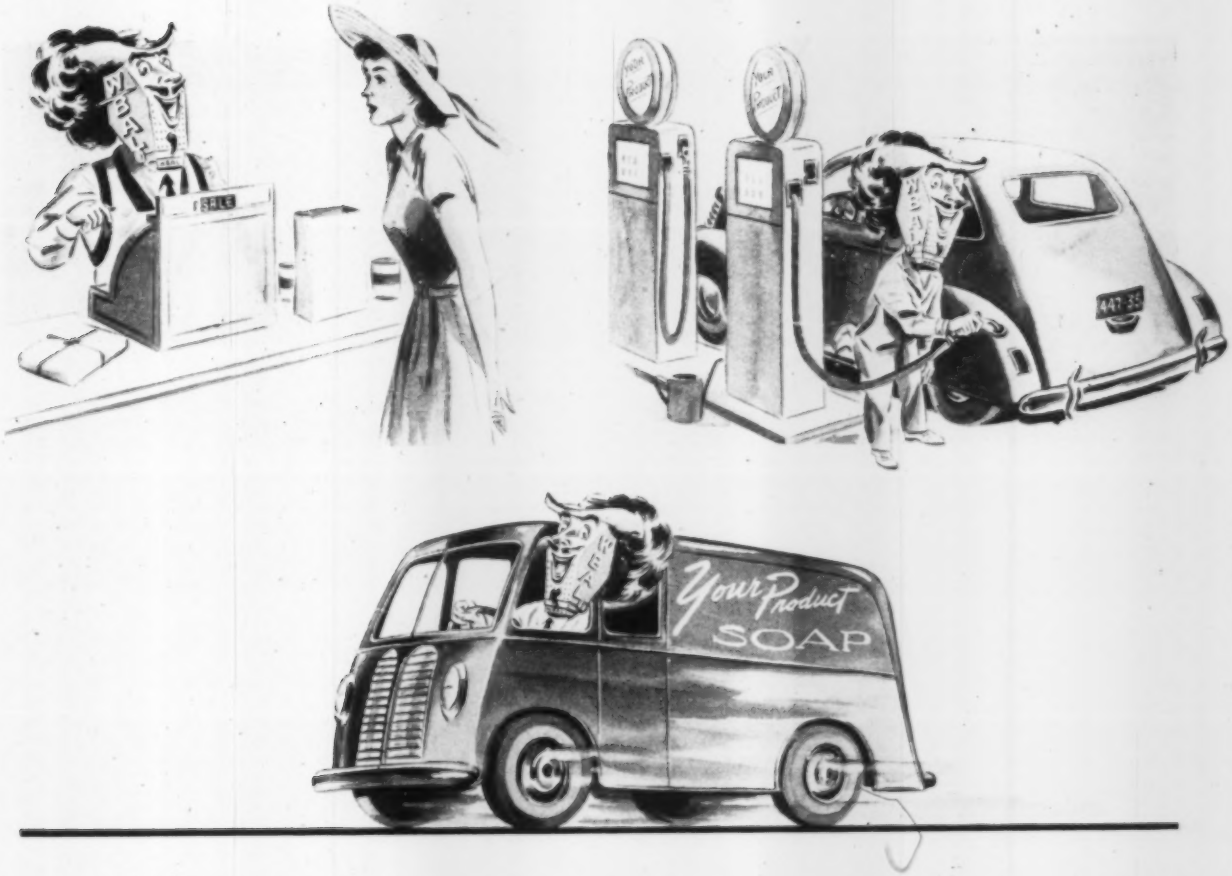
RADIO STATION WOW, INC.

John J. Gillin, Jr., President

JOHN BLAIR & CO., REPRESENTATIVE

The Little Man W
WBAL
YOUR PRODUCT

Who is Always There



The "little man" is what we affectionately call our symbol and trade-mark. All WBAL publicity and advertising show the "little man" clothed in an original Lord Baltimore costume. The little man *is* WBAL.

If you lived in Baltimore, you'd know that you can hardly make a turn without running into WBAL in some way. Because of its powerful programming, Baltimoreans just naturally tune in WBAL — and so, Baltimoreans just naturally hear your message.

Besides, there's a wide-awake Merchandising Department at WBAL that ties up programs at point of sale. That's why we say "Wherever you go in Baltimore, the 'little man' is always there."

Two and two make four — Use WBAL to reach Baltimore.

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

Editorial

Long Line Costs

INCREASED overhead isn't a trend peculiar to radio, which otherwise has more than its share of operational headaches. But, unlike most enterprises, radio's overhead increases when business is down because commercial time must be filled in with acceptable sustainings. That means money out of pocket.

Business has been good during the war years. Because of radio's unorthodox economics, the ratio of return has been at high ebb, although the last quarter saw a slight tapering off. All that, however, happened before the FCC opened the flood gates for new stations anywhere.

The overhead curve is up. Labor, music and talent costs are increasing. Competition is destined to become more pronounced. And advertising dollars may not trickle so freely.

There's one item of overhead which for many years has been taken for granted. That has to do with lines leased for program service. In this issue is published a penetrating analysis of program line costs by DeQuincy V. Sutton, former head broadcast accountant of the FCC. He concludes that broadcasters are being overcharged approximately $4,000,000 annually for lines—money that could be diverted to other ends in the more arduous days ahead.

By fact, figure and logic, Mr. Sutton presents what seems to us to be an ironclad case against the existing $6 per mile per month rate for Class A lines. He argues the rate should stand at $1.75 per mile, and that the different classes of program lines could be eliminated.

Mr. Sutton proposes a flat subscriber rate per month for each station using network service, in lieu of leased line service. He contends the AT&T can render this service profitably. He suggests a flat rate of 75 per month for local stations, $500 for regional stations and $1,000 for 50 kw stations. Benefits would accrue through increase in the number of network outlets, and application of the savings to improved program service.

Doubtless there's another side to this story. The AT&T and its associated Bell companies certainly can have space in this journal to present it.

It is a matter for radio and for the FCC as well as for AT&T to consider. The FCC is responsible for the fixing of fair and reasonable rates. But broadcasters have not contended formally that the rates are not reasonable.

With the advent of FM and television, the item of line costs bulks considerably larger. FM requires high fidelity lines. Coaxial cables have been installed by AT&T for this type of program transmission service. Radio relays also are in final stages of development, and in this field, AT&T will have competition.

We think the NAB promptly should authorize a study of line costs with a view to negotiation of a practical and reasonable rate formula for all radio service. High line costs deterred early expansion of the standard networks. By acquiring a knowledge of the cost and service factors, broadcasters will not have to deal in the dark in planning FM and television networks.

FCC & GOD

AND NOW atheism as a "controversial issue" in radio.

It is there because the FCC, in its omnipotent regulatory wisdom, has decreed it so. In a memorandum opinion and order the FCC holds that stations cannot deny their microphones to those who do not believe in the existence of a Divine Being. In so doing it proposes to extend the political section of the law to cover religion.

We shall leave to the clergy the answer to the spiritual aspects of this amazing intrusion by a regulatory agency. For it is certain to be answered from every pulpit.

But we *are* concerned with this opinion as another manifestation of the FCC's unrelenting drive to control all of radio's program content. This is censorship purely for the sake of censorship. There is no controversial issue involved. We can't conceive of any action that the electorate might take after hearing philosophical discussions of atheism versus religion.

The Commission was unanimous in its opinion. Its moving spirit was Clifford J. Durr, the quietly persuasive "liberal," who has spawned practically every program-related reform instituted by the Commission since 1941. That was when Mr. Durr took office.

It was Mr. Durr who presided last January at hearings in San Francisco at which the issue was raised. Robert Harold Scott, of Palo Alto, previously had petitioned the FCC to revoke the licenses of three San Francisco stations because they refused him time to expound on atheism. At the January hearings, Mr. Scott was allowed to ask each applicant whether he would provide time for such broadcasts.

Since then, Mr. Durr has inquired of numerous broadcasters whether they would sell or allow time for talks on atheism. The fact that the entire FCC membership went along with Mr. Durr is a tribute to his effectiveness. Virtually the same thing happened on the Blue Book, which was conceived as an impish way of "throwing a scare" into broadcasters. Now it is the yardstick on license renewals.

It would seem that the FCC has enough to do in processing the hundreds of applications for all types of service and in clearing up its back log of hearing docket cases without borrowing new trouble in an area in which it clearly has no authority. It has bemoaned its work over-load and its lack of manpower.

In any event, the FCC now stands as the first Government agency to define religion. It even deigns to define God. The FCC brushes aside the judgment of the Founding Fathers. It overlooked the motto "In God We Trust" embossed on U. S. coins.

Lots of regulatory grist has gone through the FCC mill since Former Chairman Frank R. McNinch uncorked the Mae West incident of nearly a decade ago, as an obscene performance. Legal or not, atheism now has the FCC green light. If that is accepted by acquiescense, we might as well anticipate as "controversial issues" such absorbing subjects as free love and companionate marriages.

Jot down July, 1946 A. D. (in the year of our Lord) as the day the FCC took jurisdiction over God.

Our Respects To—

ARCH LINN McDONALD

IF Washington, Maryland and Virginia could hold a vote on their best-loved, best-known "voice," Arch McDonald would win, hands down. In 12 years of broadcasting play-by-play accounts of baseball games from the Nation's Capital he has accumulated a following that ranges from presidents to 10-year-old sandlotters.

This spring Arch McDonald learned the results of a vote from a segment of his unofficial fan club. He won the Democratic nomination for Congress from the Maryland Sixth District, with a platform only of sportsmanship.

"The only thing I offered was a sense of teamwork and cleanliness that comes from working in sports," he says. "No promises, no vague generalities, no criticism of opponents. I don't know anything about politics anyway, so why should I pretend to?"

There is one thing that worries him, though. He's been told that if elected to Congress he should keep quiet for the first few years. "If anything came up that I'd have an opinion on," he insists, "I'd *have* to say something. I've been talking so long I couldn't stop just because I was in Congress."

That's Arch McDonald—outspoken as an umpire, plain as the bleachers.

His relaxed—and informal—accounts of ball games are "must" listening in Washington. The McDonald slow drawl rises in a happy crescendo when the Washington Senators are winning. When they are on the losing side, his voice drops to a low, disinterested monotone. And the hopes of every Senators' fan drops with it.

He has been interested in sports practically from the time of his birth, May 23, 1901, in Hot Springs, Ark. While at McCallie Prep in Chattanooga he played in all school sports. "There probably has never been a worse baseball player," he says. "And undoubtedly I am the world's worst golfer."

His boy, Sandy, 18, beats him already at the game. He has three children—and a grandson, 19 months, the child of his oldest daughter, Martha, Mrs. W. H. Bernard. His other daughter is Patricia, 20. Mr. and Mrs. McDonald—the former Cynthia Handley—were married in 1923.

It was by virtue of his residence in Burnt Mills Hills, Md., that he could run for Congress, although all his air work is done in Washington.

He joined WTOP Washington (then WJSV) in March 1934, coming from Chattanooga where he had been handling sports broadcasts for four years. He is the only man to

(*Continued on page 60*)

A City Within A City

More than half-a-million families in the greater New York area, tune regularly to WQXR for 62% of their radio listening time. These families share a love for good music and unusual program features. They are a city excelled in size by only five cities in the United States—"a city within a city."

For the favorite station of discriminating listeners . . . for the only station with The New York Times news bulletins broadcast every hour . . . for programs with proved audience acceptance . . . for the radio market of above-average incomes . . . for consistent advertising results . . . buy WQXR.

WQXR

Radio Station of The New York Times

Commercial

ARCH MORTON, for two years sales manager of KNX Hollywood, has been named CBS West Coast sales manager. **WAYNE STEFFNER**, CBS San Francisco office manager, is to assist him as Columbia Pacific Network sales manager, but remains San Francisco.

ARTHUR H. SHERIN JR., formerly with Associated Press Radio Productions, New York, has joined Lewis H. Avery Inc., New York, as account executive. Before his association with AP, Mr. Sherin was with WBAL Baltimore, International Radio Sales and Pedlar & Ryan, New York.

ELMER KRAUSE, assistant treasurer of WGAR Cleveland, has been awarded the Army Commendation Ribbon for initiating and installing a plan for computing combat tables of supply while serving in the AAF. He had been released last fall as major.

CHESTER V. CHEEK, formerly with Radio Consultants, New York, has joined the sales staff of WNEW New York.

FRED HORTON of the NBC sales staff, New York, has joined the gravure sales staff of the Metropolitan Group, New York.

FRANK J. WOODS, WILLIAM J. LENNEHAN and **PETER B. KENNY** have been appointed to the sales staff of WKNB New Britain, Conn., to begin operations Aug. 4.

ROBERT W. WALKER, having purchased interest of **ELI C. MINTON** in firm of Walker & Minton, Pacific Coast stations' and publishers' representative, concern is now known as The Robert W. Walker Co., with offices in San Francisco and Los Angeles.

DONALD COOKE Inc., New York, station representative, is to add two more stations to its list. CHOK Sarnia, Ont., 5000 w on 1070 kc which goes on the air July 29. The station has both a Canadian and American listening. Claude Irvine is general manager. Other station is KFMJ Tulsa, Okla., which is awaiting FCC approval. It has applied for 1000 w on 1050 kc. General manager is Lawson Taylor.

READ WIGHT, former member of ABC program sales department, New York, has been named program sales division of the ABC program department, succeeding **CAROL IRWIN**, resigned. Before joining ABC Mr. Wight was in the radio department of William Morris Agency, New York, and prior to that was vice president of World Broadcasting, New York.

Mr. Wight

TOM O. McCULLOUGH, for 3½ years commercial manager of WIOD Miami, Fla., has resigned. Before joining WIOD, Mr. McCullough for 14 years was with Fort Industry Co. as salesman at WSPD Toledo and national sales manager of WAGA Atlanta.

KVOL Lafayette, La., has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

JACK BEAUVAIS, WEEI Boston supervisor of program traffic and commercial editing, is the father of a girl.

T. T. ODELL, discharged from the RCAF as a flight-lieutenant overseas, has returned to the commercial staff of CBC Toronto as assistant sales representative.

ANNE ROBERTS, production assistant to **BILL ROBSON**, CBS Hollywood producer, has become assistant to **HENRY FLYNN**, network sales representative.

A. F. BECKER, for a year radio director of Abbott-Kimball Co., Los Angeles, and previously spot sales manager of the Blue Network, has joined the sales staff of KFRC San Francisco.

WCAU Gets It

A LETTER, simply addressed to "the radio station, Philadelphia, Pa.," mailed from Salzburg, Austria, was delivered to WCAU Philadelphia last week by the postal authorities. Letter contained a plea from a Salzburg resident for help in searching for a long lost relative believed to be residing in the Philadelphia area.

CBC Error Admitted in Late Dispossess Notice to CFRB

NOT UNTIL April 18, 1946, was CFRB Toronto, officially notified that its 860 kc frequency would be required by the Canadian Broadcasting Corp., G. C. W. Brown, Acting Controller of Radio, Department of Transport, Ottawa, told the Parliamentary Radio Committee at Ottawa on July 19. He admitted that the CBC had erred in stating that CFRB had been notified it would lose its frequency back in 1941. Only in April 1945, had Reconstruction Minister C. D. Howe approved the CBC recommendation for taking over the CFRB, CKY Winnipeg, and CFCN Calgary, frequencies for the CBC's new 50 kw stations.

Harry Sedgwick, CFRB president, had been called by CBC to attend in November 1945 to discuss problems of Class I-A channels. Mr. Sedgwick contended that even then there had been no hint that CBC would take over his frequency for CJBC, second CBC station in Toronto. Delay on the CBC's part in revealing their plans had placed CFRB in the position of trying to find a place in an already overcrowded spectrum instead of being able to take the pick when the field was wide open in 1941, he contended.

Statement Recalled

It was brought out at the hearing that Radio Minister Dr. J. J. McCann had told the House of Commons on May 24 that the government had no intention of dispossessing CFRB till the station had been given an opportunity of making representations. Change is to take place on June 1, 1947. (During the hearing a few weeks ago, Committee Chairman Ralph Maybank stated that there was no doubt CFRB would lose its frequency. [BROADCASTING, July 15.])

Mr. Sedgwick was also questioned regarding his statement that CBC was planning to take away his Columbia Broadcasting System franchise, which he held for 17 years [BROADCASTING, July 22]. He told the Committee that his information on this had come from CBC general manager Dr. A. Frigon, during a private conversation in New York, and also from CBS officials.

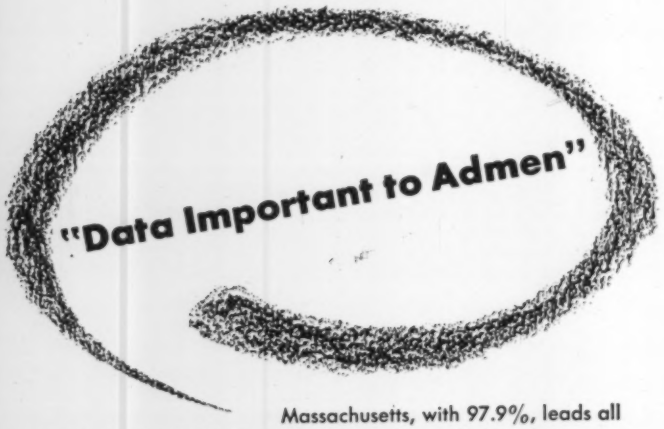
Questioned if he thought private radio stations could continue to exist under CBC policy, Mr. Sedgwick stated he did not know, but that "if it is going to be the policy of the CBC ultimately to own all stations they require for national coverage, those affiliated stations will be taken over. There will be no survival for them."

Unfair Tactics Charged

Representatives of the Co-operative Union of Canada appeared before the Committee stating that private radio stations were being used against co-operatives and public ownership without adequate provision for reply. The brief stated that while stations offered equal time for reply to statements against the co-operatives, there was not ample time in which to give a reply.

Representatives of the Canada and Newfoundland Education Association told the Committee that more school teachers should be trained and employed to take part in the writing and presentation of school broadcasts, that broadcasting of school programs is of great potential importance.

ISSUES of the city-wide buyers strike in New York July 23 were discussed on that day on WLIB New York by representatives of organizations sponsoring the strike.



Massachusetts, with 97.9%, leads all states in the U.S. in percentage of population that owns radios.* These new facts were recently revealed in The Box Score, a department in Printers' Ink devoted to "Data Important to Admen".

Worcester, Massachusetts' second largest city, is the heart of a $300,000,000 market. Hooper ratings consistently show WTAG has an audience greater than that of all other stations heard in the area combined. Add these facts to high radio ownership. Worcester and WTAG have everything essential to bring steady profits from your advertising in this prosperous area.

* Broadcast Measurement Bureau

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC 5000 Watts

KGHL

BILLINGS, MONTANA

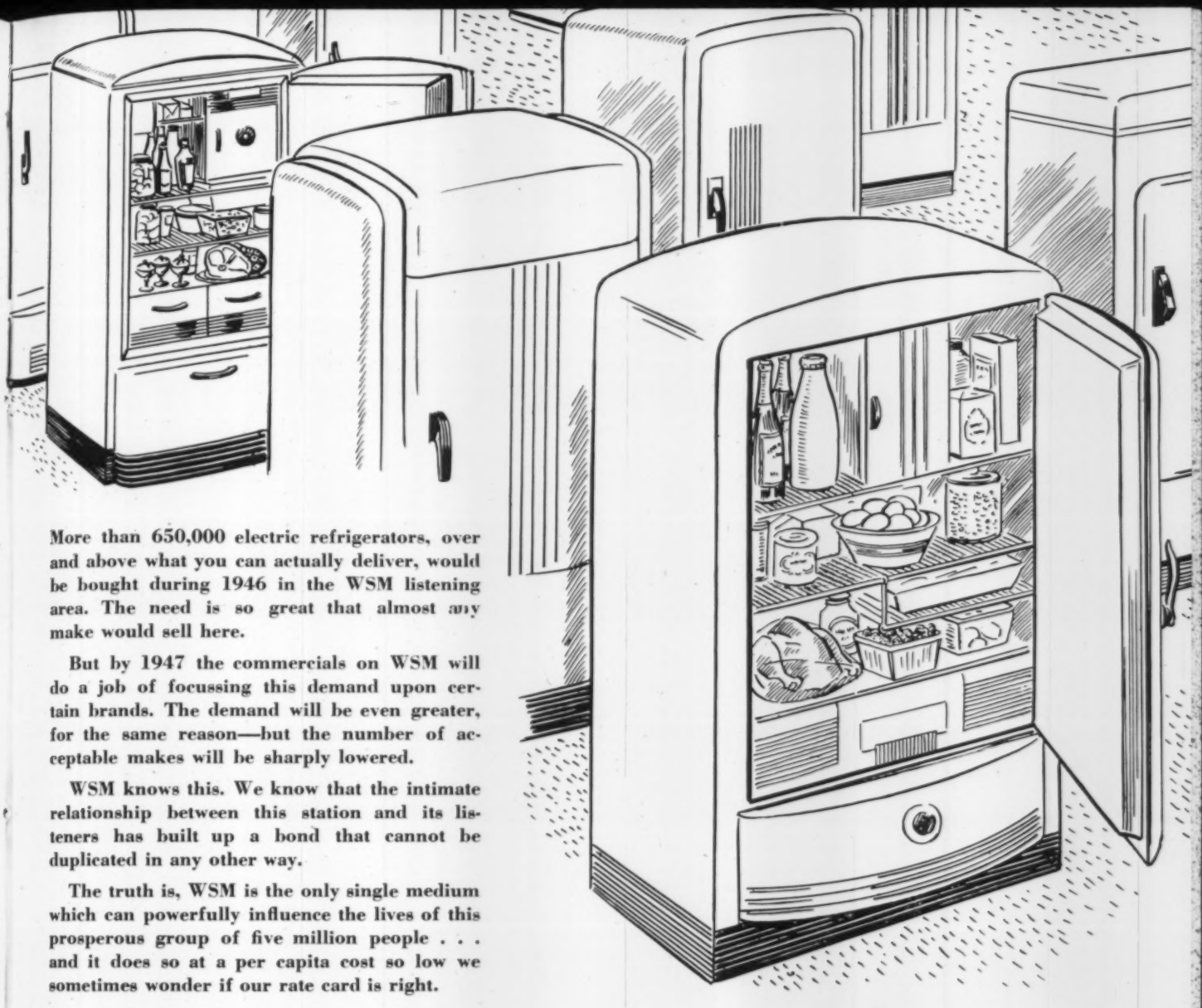
5000 WATTS

790 KC

NBC

Represented by

THE KATZ AGENCY, Inc.



More than 650,000 electric refrigerators, over and above what you can actually deliver, would be bought during 1946 in the WSM listening area. The need is so great that almost any make would sell here.

But by 1947 the commercials on WSM will do a job of focussing this demand upon certain brands. The demand will be even greater, for the same reason—but the number of acceptable makes will be sharply lowered.

WSM knows this. We know that the intimate relationship between this station and its listeners has built up a bond that cannot be duplicated in any other way.

The truth is, WSM is the only single medium which can powerfully influence the lives of this prosperous group of five million people . . . and it does so at a per capita cost so low we sometimes wonder if our rate card is right.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W Air Castle of the South E

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

WSM

NASHVILLE

Now!

GREATER POWER

BETTER SERVICE

NOW OPERATING ON

5000 WATTS

STILL

590

ON YOUR

DIAL

KTBC

CBS

KTBC

AUSTIN

TEXAS

KTBC gives you unmatched coverage of this rich, responsive market in the Heart of Texas—plus outstanding listener rating and super programming at all hours! A buy worthy of your consideration!

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN Radio Sales

Respects

(*Continued from page 56*)

win the Sporting News Award three times. The national baseball weekly gave it to him in 1932, 1942 and 1945 for being the No. 1 play-by-play baseball broadcaster of those years.

In 1937 he was cited for handling the year's outstanding individual baseball broadcast. He was chosen in 1938 to describe the All-Star Game, as the first non-network baseball play-by-play man assigned to the event.

Arch McDonald's trophies and awards number in the hundreds, but despite the fact that he talks so much on the air, he closes up like a bi-valve when asked to tell about his own colorful career. He insists dryly, "There's nothing much to tell about me, nothing of much interest."

He is a friend of just about every ball player that has played for the Washington Senators since he has been broadcasting their games. Clark Griffith, owner of the Senators, will have no other broadcaster handle the games from Griffith Stadium. Literally covering the walls of his office Mr. McDonald has letters, write-ups of testimonial dinners in his honor, and a whole gallery of pictures.

Friend of Godfrey

Mixed in with the pictures of Washington officialdom taken with him are a few gag shots with his friend Arthur Godfrey, CBS m.c. who claims WTOP as headquarters. When Arch McDonald was in the hospital a few years ago, Arthur Godfrey took over his five weekly sponsored *Six-Thirty Show*—and did it "for free." When Mr. Godfrey was ill this spring, Mr. McDonald did the same thing for him on the Godfrey shows.

Among the pictures there are also several showing him in summer stock shows around Washington, doing "The Old Soak," "The Show-Off," and other character parts. His performances broke several attendance records for the barn theatres in the area.

His most outstanding performances, though, are those he never talks about. They are the appearances he has put in at camps and veterans' hospitals in and around Washington, talking to the boys, answering their questions about sports, and spreading around the friendliness of his personality.

"How are the Coffeeville Cubs doing this year, Arch?" one of the boys will ask. And he has an answer ready, with batting averages, schedules, and all the other information they are hungry to hear.

He is active in the Elks, Masons, Lions Club, Advertising Club, a member of the board of directors of the YMCA and of the executive committee of the Washington Boys Club. The latter holds his special interest, and he has in mind a plan for the development of a Government-sponsored national youth program to promote clean living and good sportsmanship.

Perhaps the best testimonial of all has been given by his secretary. "You can say for me," she said, "that he's the best boss in the world."

PROMOTION

HAL GRAVES, formerly with WWRL New York and WGBB Freeport, N. Y. has been named publicity director of WKNB New Britain, Conn., new station. During war he was with AFN Bremen, Germany.

ANNE C. BALDWIN, formerly with the New York Herald Tribune Fresh Air Fund, New York, and prior to that with the J. Gordon Lippincott Co., New York, has been appointed publicity director for WOV New York, succeeding **RITA HURWICK** who resigned to marry **JOHN HYMES**, chief of the radio business department of The Blow Co.

DICK LANDSMAN, released from the Army, has been added to the sales promotion staff of WNOC Norwich, Conn. In service he was public relations officer for Fifth Air Force in Japan. Before the war Mr. Landsman was program manager of WNAB Bridgeport, Conn.

HUGH MACKENZIE, promotion manager of WAGA Atlanta, Ga., is confined to Ponce de Leon Ear, Nose and Throat Infirmary, Atlanta.

E. C. CRANE, publicity and promotion director of WING Dayton, Ohio, has been named chairman of the promotion committee of the newly organized Miami Valley Public Relations Council.

ROBERT F. LAWS, promotion and publicity manager of KGO San Francisco, has been elected chairman of the newly formed San Francisco Bay Area Media Promotion Assn. and chairman of the radio department of the San Francisco Advertising Club.

H. B. HOOK, returned to the promotion staff of the Lee Stations, KGLO Mason City, Iowa and WTAD Quincy, Ill., after service as military government officer in Europe, has been chosen to head the emergency food collection for northern Iowa.

HENRI GIRARD, CBC press and information section, Montreal, has been transferred from the French section to the CBC international service division.

MARGARET FIELDER, discharged from the Women's Royal Canadian Naval Service, has joined the network's press and information section at Vancouver.

TOM FAIRLEY, formerly of Canadian Press, has been appointed director of press and information for CBC international service, Montreal.

Club Program Issued

PROGRAM of advertising club activities for the coming year has been supplied to officers and directors of advertising clubs by the club contact department, Advertising Federation of America. Under the heading, "Your Program for the Year," the Federation's memorandum to club leaders suggests following subjects: Veterans Guidance and Placement in Advertising, Education and Training in Advertising for Members and Non-Members, a public relations campaign, A Campaign of Public Service.

Souvenir Brochure

BROCHURE, "Going Forward With Radio," has been published by National Radio Personalities, Peoria, Ill., for WHBC Canton, Ohio, for distribution in station's area. Some 52,000 copies are being made available through more than 400 business establishments. Brochure contains over 100 action photos of staff members and personalities, is similar to that issued by WPAY Portsmouth, Ohio [BROADCASTING, July 22], affiliated Brush-Moore Newspapers operation.

Weather Aid

IN CONNECTION with 22d annual Mackinac Race, 243-mile midwest sailboat event, WJR Detroit issued to racers and fans a comprehensive weather data chart covering the days of the event. Chart tied-in with weather news broadcasts prepared for the race and aired at specific times. Milwaukee weather bureau facts were aired as special race service by WTMJ Milwaukee.

CAMPAIGN by WTIC Hartford against property damage by fire in Conn., that annually costs ten million dollars and 11 square miles of forest land, includes this billboard erected on a main highway leading into Hartford. Paul W. Morency, station vice president, has received the support of Gov. Raymond E. Baldwin and the State Commission on Fire Prevention and Control, in WTIC's year-around effort that includes a steady barrage of spot announcements, interviews and discussions, all aimed at fireproofing every Connecticut community.

Easy Gwynn Contest

CONTEST being conducted by WOL Washington in conjunction with Rehoboth Beach Airport, charter firm, awards three-day all-expenses paid honeymoon to newlyweds at the Delaware resort of Rehoboth Beach. Search for ideal newlywed couple has been conducted by Easy Gwynn, new WOL personality, on his twice daily programs. From nominations made by listeners eight finalists were chosen to appear on July 25 program.

Club Is Formed

KDKA Pittsburgh learned last week through a letter from a listener that a Brunch With Bill Club had been formed to commemorate Monday through Friday noontime variety show of that station, "Brunch With Bill." Club president is Pat Baldwin, Greensburg, Pa.

WMCA Layout

BROADSIDE layout of typical nation-wide magazine articles by Isabell Beach, homemaking authority of WMCA New York, has been distributed by the station as promotion piece.

KIDO Paper

NEW HOUSE publication of KIDO Boise, Idaho, is "KIDO Radio Reporter," published in newspaper form. Program listings, news notes and pictures for listeners are featured.

WKBB

First in

DUBUQUE

Iowa's Fastest Growing City

JAMES D. CARPENTER

Executive Vice President

Represented by

HOWARD H. WILSON CO.

BROADCASTERS TO BUY

G-E FM Transmitters

— the transmitters with the Phasitron Circuit

To twenty-five valued customers — who wish to remain anonymous for reasons of policy — we proudly dedicate this page. As with all broadcasters who have purchased G-E FM transmitters, we aim to retain your confidence in our equipment leadership by continuing to deserve it.

* For the **FIRST** 25, see BROADCASTING, April 8
For the **SECOND** 25, see BROADCASTING, April 15
For the **THIRD** 25, see BROADCASTING, May 13
For the **FOURTH** 25, see BROADCASTING, June 3
For the **FIFTH** 25, see BROADCASTING, July 1

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC

160-E18-5914

Syracuse 1, N. Y.

AGENCIES

MARIE ANDRE, recently resigned as account executive and radio director of Henry H. Sterling Inc., Los Angeles, has established her own Los Angeles agency at 2008 W. 7th St. under firm name of M. Andre Adv.

JACK MELVIN, West Coast publicity head of Foote, Cone & Belding, has been named agency publicity director. He will continue to be headquartered in Hollywood.

JOHN MALONE Jr., formerly of Geyer, Cornell & Newell, New York, has joined Brisacher, Van Norden & Staff, Los Angeles, as account executive.

WILLIAM P. PEARRE, formerly of Ruthrauff & Ryan, Hollywood, and prior to that West Coast manager of The Caples Co., has joined The Perrett Co., Los Angeles, as account executive.

FARRAR & O'ROURKE Adv., new San Francisco agency, has opened offices at 255 California St. NEWELL FARRAR, former advertising manager of War Assets Adm., San Francisco, and JOHN J. O'ROURKE, former account executive of The McCarty Co., head the new agency.

FARAON JAY MOSS, partner of McMillan & Moss, Los Angeles, is in Paris, France, on company business. He returns to his desk about Aug. 15.

TULLIS Co., Los Angeles, has created new musical production department headed by MERRITT WILLEY. Eugene Snowman's orchestra has been signed as first concert orchestra and is being offered for network program sale. Frank Marsales will arrange and serve as assistant conductor.

EUGENE CLAYTON, formerly with Kenyon & Eckhardt, New York, has joined the copy staff of Doherty, Clifford & Shenfield, that city.

HELEN WADE, resigned from Pic Magazine, has joined Arnold Cohan Corp., New York, as assistant to the president. She also will serve on several accounts of the agency.

SAMUEL FRANKEL, released from AAF as lieutenant, has joined Lawrence Boles Hicks Inc., New York, as production manager.

WILLIAM W. PROUT has joined Hanly, Hicks & Montgomery, New York, as account executive. He formerly was with Benton & Bowles, served during war in Africa and Italy as cavalry lieutenant colonel.

GEORGE ANDREWS, former head of traffic and production at J. M. Mathes Inc., New York, has joined Sullivan, Stauffer, Colwell & Bayles, New York, to head traffic and production departments.

TRAVERS HAND, former radio and script editor with MacFarland, Aveyard & Co., New York, has joined the radio commercial writing staff of McCann-Erickson, New York.

CHET GORLITZER, former account executive with Mosell & Eisen, New York, has joined Norman D. Waters & Assoc., New York, in the same capacity.

JACK BURNETT, national publicity director of Foote, Cone & Belding, on leave of absence while touring with the Jerry Colonna Show on theatrical and night club dates, has resigned from the agency.

STANLEY QUINN, formerly with the Army where he served in the radio section of General MacArthur's public relations staff, has joined J. Walter Thompson Co., Montreal, as head of the radio department.

SCOTT HUNT, formerly on continuity staff of WHB Kansas City, has joined Pat Patrick Co., Glendale, Calif., as account executive.

NORVALL LaVENE, released from Navy after three years, has joined Hixson-O'Donnell Adv., Los Angeles, as research director of public relations department.

DAVID L. ENGLAND, Jr., former lieutenant in the Navy, has been named in charge of production at McMillan & Moss, new Los Angeles agency. FLOYD L. CLARK, ex-AAF lieutenant, is new account executive. Both are veterans in the advertising field.

PAUL R. KRUMING, president of National Export Advertising Service, New York, has been elected president of the Association of Export Advertising Agencies. Other officers elected last week were: ROBERT F. KENDALL, vice president, Gotham Adv., New York, vice president; THEODORE FREDENBURGH, general manager, Export Adv., New York, secretary-treasurer, and RICHARD HOBBS, Irwin Vladimir Co. of Illinois, western regional vice president.

FOR A JOB well done, Alfred J. Scalpone (left), new head of production for Young & Rubicam's Hollywood office, is being congratulated upon his comeuppance by Tom Lewis, agency's vice president in charge of radio. Starting as messenger boy in firm's New York office, he has finally progressed to top production post being responsible for seven weekly trans-continental shows.

T. C. GLEYSTEEN, formerly with N. W. Ayer & Son, Philadelphia, has joined the copy staff of Gray & Rogers, that city. During the war Mr. Gleysteen was with FBI, investigating Japanese espionage and sabotage on the West Coast. In 1943 he was commissioned by the Navy, assigned to OSS and stationed on the South Coast of China. Born in Peking, Mr. Gleysteen onetime was North China correspondent for United Press.

H. H. WEBB, vice president of Cockfield, Brown & Co., Toronto, awarded the member of the British Empire (MBE) in the Dominion Day honors list, for his work in the Department of Munitions of Supply, Ottawa, during the war.

NIEL HEARD, general manager of Los Angeles office of Garfield & Guild, has been appointed vice president in charge of firm's southern California operations and will continue to headquarter in Commercial Bldg., Los Angeles.

W. C. LEWELLEN, formerly West Coast district advertising manager of Paramount Pictures Corp., has joined J. Walter Thompson Co., Los Angeles, as account executive.

EUGENE J. O'CONNELL after service in the Army has returned to Kelly, Nason Inc., New York, as office manager and personnel director.

TINA B. CASE and WILSON A. SHELTON have been elected vice presidents of Kenyon & Eckhardt, New York. Mrs. Case, first woman at agency to be named vice president, has been with K&E since 1937. Mr. Shelton has been with the agency for three years.

PHILLIP KLARNET, former account executive with Edward L. Bernays, New York, public relations firm, has joined Compton Adv., New York, as assistant publicity director.

W. F. GARDNER, president of Allied Advertising Agencies, Los Angeles, is in New York on business.

Bergen Video

JOINT television film production of Edgar Bergen and Patrick Cunning known as "Bergen's Barnyard" has been started and will feature three new television characters. Film will run 10 minutes and is first of series. Mr. Cunning is directing.

Yankee Network Is First Regional Group To Subscribe to BMB Audience Reports

THE YANKEE Network last week became the first regional network to subscribe to Broadcast Measurement Bureau, signing a contract which gives the regional web the same kind of audience reports that national networks get.

Mr. Shepard

The regional network will receive reports showing its unduplicated audience in every county and measured city in which 10% of the total radio families listen to that network. The audiences will be shown separately for day and night, and will be expressed both numerically and as a percentage of total radio families.

Announcing Yankee's signing with BMB, John Shepard, Yankee president, said in Boston, "We like to be in the forefront of progressive research. I personally urged BMB to accept regional network subscriptions some months ago. The moment they opened their books we signed.

"BMB will answer many questions for us that will be valuable to management, engineering, programs and sales," Mr. Shepard said. "It will enable us to serve our clients better and help them use the Yankee network to greater advantage. I hope other regionals, including our competitors, will follow suit."

Commenting on the agreement in New York, where it was announced coincidentally, Hugh Feltis, BMB president, said, "John Shepard is to be congratulated on his farsightedness. My own experience with regional networks suggests that they have excellent sales stories to put before advertisers and agencies, but in the past have been handicapped by a lack of uniform audience information to use in conjunction with their market information. By showing the regional network's unduplicated audience by counties and cities, BMB will provide factual, authoritative evidence of the network's value. All four national networks have subscribed to BMB. I hope the regional networks, which have as much to gain, will equal their record."

EXPANSION
Herald Tribune Radio Chart Lists Eight Stations

EASY METHOD of reading daily radio schedules—down and across by station and time—in New York *Herald Tribune* has been expanded to include programs of eight New York stations. They include: WMCA WEAF WOR WJZ WNYC WABC . WHN WQXR, listed in order of frequency bands, beginning with 570 kc, ending with 1560.

Enlarged makeup was started July 15. According to the *Tribune*, box-type chart was instituted 15 years ago for the paper's radio page. Practice of highlighting approximately 15 programs is still continued, and FM and television programs are listed separately.

Paper has also added a radio column, "Radio in Review," by John Crosby, formerly of the *Tribune* newsroom. The column gives analysis and criticism—and sometimes praise—of current programs, usually reviewing one a day. New York Herald Tribune Syndicate is said to have plans for national syndication of the column.

CLARENCE B. JUNEAU DIES ON WEST COAST

CLARENCE B. JUNEAU, 42, owner and president of Clarence B. Juneau Agencies and Clarence B. Juneau Enterprises, Los Angeles, died at St. John's hospital, Santa Monica, Calif., following a heart attack on July 20.

Mr. Juneau

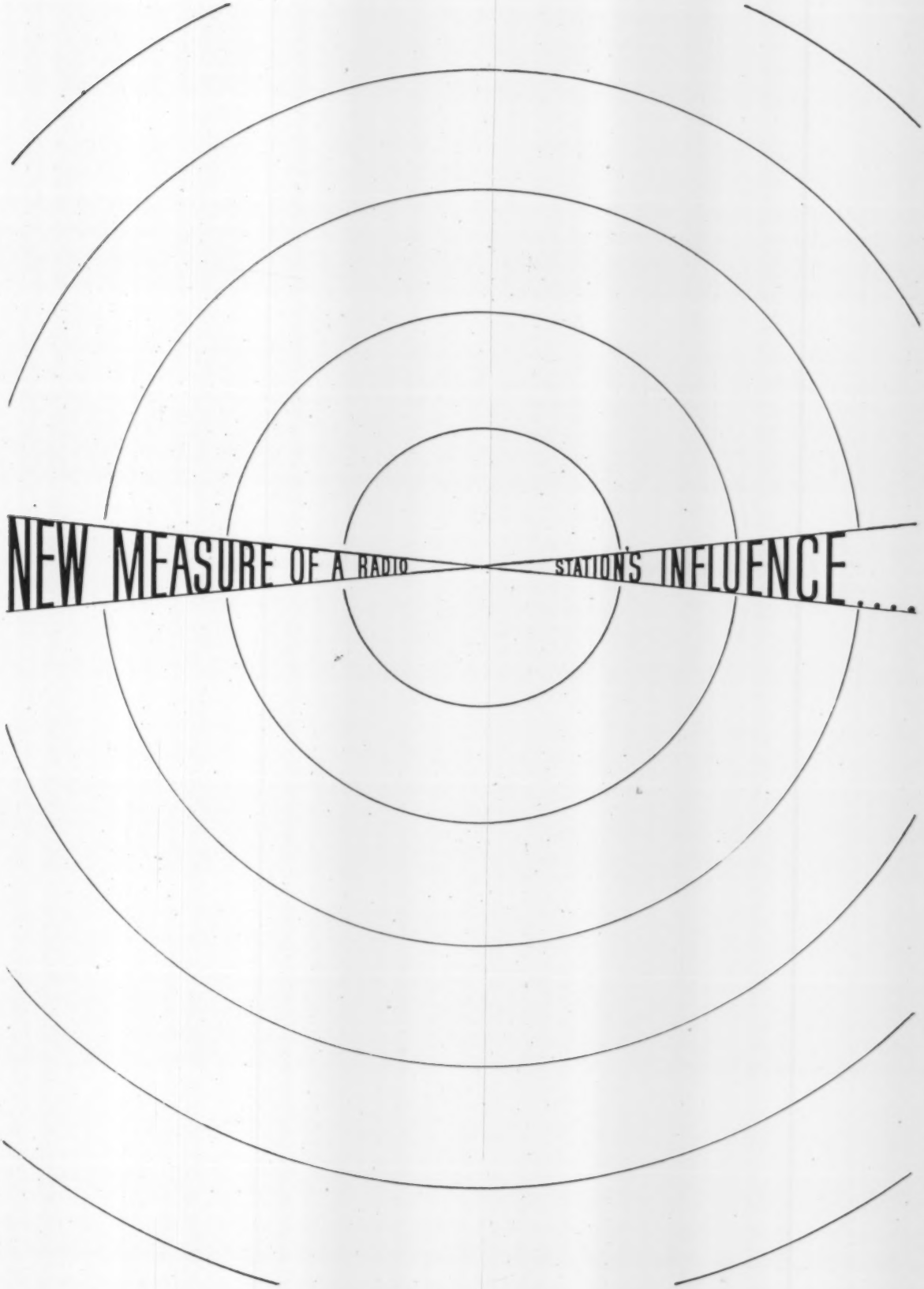
Well-known in Pacific Coast radio and advertising, Mr. Juneau established one of the first commercial stations on the West Coast as well as one of the first regional networks. Before establishing his own agency in 1938, he was with Hearst Radio Inc., as West Coast manager.

A native of Galesburg, Ill., Mr. Juneau came to Los Angeles in 1920. Four years later he established KFVF. With sale in 1927 to Pickwick Stages Corp., he was retained as manager and established a regional chain including KGB San Diego and KTAB Oakland. Call letters of KFVF were changed to KTM. When station was bought by *Los Angeles Evening Herald*, call letters were again changed to KEHE. With sale of KEHE to Hearst Radio Inc., he supervised that station as well as KYA San Francisco.

Besides his widow, Doris Juneau, surviving are two children, Diane and Clarence B. Jr.; his father, S. N. Juneau, and a brother, Stan.

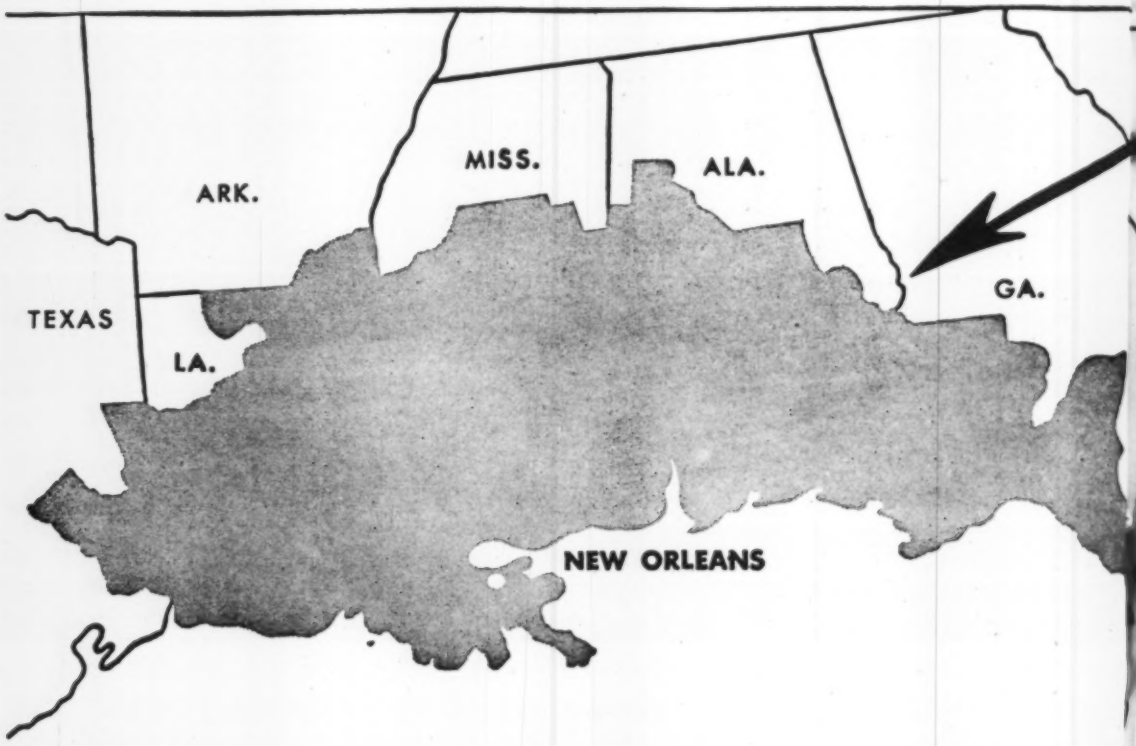
Newspaper Section

SPECIAL section of the Houston (Tex.) Post July 14 announced opening of Houston Radio Supply Co., equipment sales service and parts distributor. Section advertisements tied-in with formal opening. Editorial features were on firm, its employes and the electronics equipment firms for which Houston Radio Supply is distributor or representative.

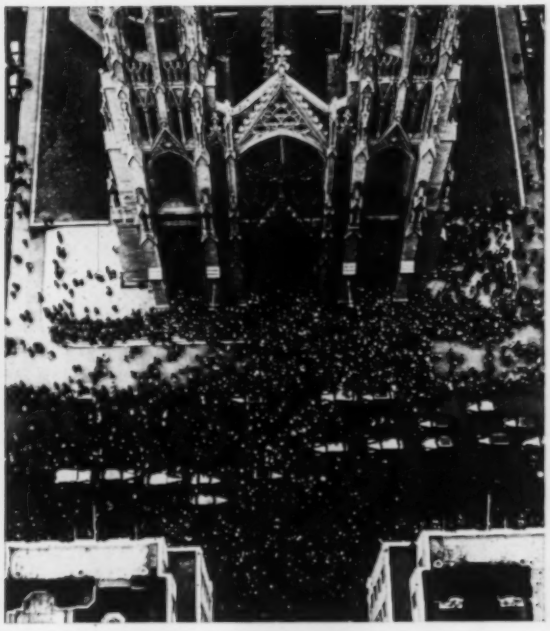

NEW MEASURE OF A RADIO STATION'S INFLUENCE....

8 times as many people listen to dramatic shows on WWL, New Orleans, as go to all the stage productions in New York in a year

40 times as many people listen to great music on WWL as attend all performances of any two of the finest Symphony Orchestras annually



Twice as many people hear the sports broadcasts on WWL in just 3 hours as attend all the nation's football Bowl Games in a year's time



6 times as many people hear Sunday Mass on Station WWL as attend St. Patrick's Cathedral in New York annually

Throughout this area—

with 3,486,182 people, 576,110 radio homes

Folks Turn First To—

WWL

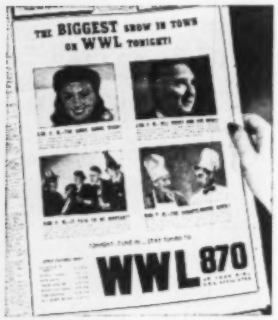
NEW ORLEANS

—and WWL never stops building listenership

The only New Orleans station using all these means to build listenership continuously

24-Sheet Posters

Street Car Dash Signs



Newspaper Advertising

Point-of-Sale Displays

So—Morning, Noon, and Night Folks turn first to . . .

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

The Greatest SELLING Power in the South's Greatest City

50,000 Watts • Clear Channel • CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

TECHNICAL

LOYD SIGMON, chief engineer of KMPC Hollywood, has been honored by Great Britain with conferral of honorary membership of Military Division of Most Excellent Order of British Empire. Award is for "exceptionally meritorious conduct as officer in charge of American Forces network."

CARSON PINKLEY, formerly of KOIN Portland, Ore., has joined KCMJ Palm Springs, Calif., as maintenance engineer.

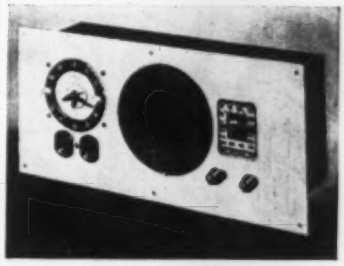
ROBERT BEVERFORDEN, engineer of WOWO Fort Wayne, Ind., is enrolled in the NBC summer radio classes at Northwestern U., majoring in publicity, programs and promotion.

JIMMY JOHNTZ, chief engineer of KIDO Boise, Idaho, is the father of a boy, James III.

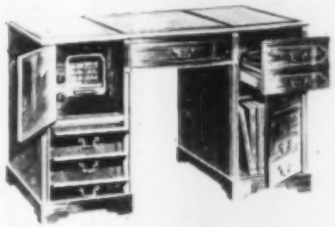
LESTER W. SNYDER, released from the Army after 5½ years of service, has been added to the technical staff of WSBA York, Pa. He was radio operator-gunner on a 13th Air Force B-24 in the Pacific. Also new to staff is **LLEWELLYN JONES**, in AAF for 3½ years. In Pacific, he was foreman of airborne electronics with 39th Air Depot Group.

JACK GORDON, chief engineer of CKWX Vancouver, B. C., is the father of a boy.

ROGERS MAJESTIC Corp., Toronto, has bought from Canada's War Assets Corp. a number of buildings of the wartime-built Government Research Enterprises Ltd., Leaside, Ont., for $628,214. Land and buildings originally cost $1,428,214, and were used to manufacture radar equipment. Rogers Majestic will use the buildings for production of receivers, tubes, electrical appliances and electronics equipment, making it largest radio and electronics factory under one roof in Canada and one of the largest in the British Empire.



DESIGNED to be built in the wall of the postwar functional house is this new "American" model radio, manufactured by American Communications Corp. It is available in a number of colors to match interior walls or kitchen tile. An electric receptable enables plugging in of toaster and coffee pot. A "Telechron" alarm clock with automatic switch turns the six-tube super-heterodyne radio on and off.



ANOTHER radio receiver designed to "glorify the American home," this time a combination desk and radio-phonograph. Maker is Lear Inc. Desk is 18th Century styling, of hand-rubbed, Honduras mahogany veneer with top covered in genuine top-grain leather. Piece will retail at about $750.

LYAL NIXON, control room operator of CKSF Cornwall, Ont., has returned to the station after a leg operation.

GERARD CHAUSSI and **DONALD PAGE**, both new to radio, have joined the control room staff of CKSF.

GORDON LEE, operator-announcer of CJOB Winnipeg, has married **FRANCES TWELTRIDGE** of CBC Winnipeg studios.

Musaphonic Display

GENERAL ELECTRIC'S first line of completely re-engineered Musaphonic radios was given its first New York showing Wednesday and Thursday at the Ambassador Hotel. The new deluxe radio-phonograph combinations are expected to sell at prices between $450 and $600 and will include FM reception as well as AM. The line displayed comprises four basic models, all operating from the same type chassis. These will be manufactured in eight cabinet styles.

Andrews Antenna

A NEW ANTENNA, capable of receiving on all commercial television and FM channels, has been perfected by the Andrew Co. of Chicago. The unit is called Di-Fan from its fan-like design. It has two sets of five elements extended in two different directions. Ordinary dipole antennas or dipole reflector arrays are said to work well on only one or two of the commercial television channels.

GE FM in August

GENERAL ELECTRIC FM and shortwave receivers, unveiled to the National Association of Music Merchants at Chicago July 16, will be delivered to dealers starting next month, E. Patrick Toal, sales manager of the line, announced. FM table receivers will begin to be delivered in September, he said.

De Forest Research

TO PERFECT amplification in size of current television screens, Dr. Lee De Forest, pioneer sound research engineer, will start experiments at American Television Labs., Chicago, August 1. He estimates it will take at least six months before ready for presentation to television industry. With a system of lenses and reflectors to magnify and project pictures as they flash through top of the television tubes, his plan would improve video reception to a point of affording viewers a screen limited only by size of room.

THE PRESS and radio chapter of the American Veterans Committee, New York, has changed its name to the Press, Advertising and Radio Chapter.

Fundamentalist Group Seeks Daytime Station in Knoxville

BALKED at every turn in attempts to force radio stations to sell them time for religious broadcasts, the Fundamentalist churches have carried out a threat to go into broadcasting themselves.

Rev. J. Harold Smith, Knoxville Fundamentalist preacher, his wife, Myrtice Rhodes Smith, and Marvin I. Thompson, former Army sergeant, have filed application with the FCC for a 1 kw daytime station on 800 kc in Knoxville. The FCC, Supreme Court and House Committee on Un-American Activities have turned deaf ears to complaints of the Fundamentalists against stations which refused to sell them time, but offered free time on a rotation basis for religious broadcasts.

Paid Religious Programs

Reverend Smith stated in his application that "paid religious broadcasts will be accepted by us. Present stations serving this area do not accept same."

At a mass meeting in Knoxville [BROADCASTING, May 13], Mr. Smith, together with Revs. Carl McIntyre of Collingswood, N. J., and Harvey H. Springer, Englewood, Col., condemned the Federal Council of Churches and WNOX—the latter for its cancellation of paid religious broadcasts, in accord with Scripps-Howard Radio policy change. Simultaneously, a collection was taken up for the purpose of "establishing a new radio station in Knoxville."

Officers and stockholders of the applicant—Independent Broadcasting Corp.—are: Reverend Smith, chairman and president, 33 1/3%; Mrs. Smith, secretary-treasurer, 33 1/3%, and Mr. Thompson vice president, 33 1/3%.

Firm has authorized 200 shares of common stock at $100 per share with one vote each and 15,000 shares of preferred stock at one dollar per share possessing no voting power. Each principal holds 50 shares of common stock.

In his application Reverend Smith refused to reply to a routine question concerning his income for the past two years. He stated that "if this information is pertinent to the consideration of this application a full statement, which is to be held in confidence, will be furnished to the FCC on request."

Reverend Smith asserted in the application that "we have on file 55,000 letters requesting the Southern Bible Institute programs be returned to the air."

Applicant estimated the cost of its new station at $17,210 with monthly operating costs in the vicinity of $2,800. Monthly revenues were estimated at $4,500.

KUDOS FOR WILLSON

Texan Editorializes NBC Band Leader

MEREDITH WILLSON, now conducting his own NBC program, recently received the rare (for a radio performer) accolade of a lead editorial in a daily newspaper.

And there was no local angle. Wesley S. Izzard, editor-in-chief of the *Amarillo Daily News*, Amarillo, Tex., simply enjoyed the program of Willson, whom he has never met, sat down and wrote himself a piece about it.

"The main thing is," reads the editorial, "he is not an old vaudeville or musical comedy actor who depends on screwball gagwriters and hysterical studio audiences hopped up before the broadcast by a stable full of stooges. In fact, sometimes his own studio audience misses the point entirely.

"Willson is a good band leader. But he has a fresh sort of humor that radio needs. Band leaders are a dime a dozen. We'd rather hear Willson explaining in great detail why everybody mispronounces the name 'Capri' and why it doesn't make any difference."

E. B. ABBOTT JOINS SHAW - LeVALLY INC.

EDMUND B. ABBOTT, Chicago supervisor for General Mills radio shows and production supervisor of radio commercials at Dancer-Fitzgerald-Sample, Chicago, has resigned to become vice president in charge of radio for Shaw-LeVally Inc., Chicago, it was announced last week by the latter agency.

Mr. Abbott

Mr. Abbott started his career with Brown and Bigelow, Minneapolis, after leaving Dartmouth College. He was senior announcer and assistant production head at WCCO Minneapolis for 7½ years. CBS brought him to Chicago in 1940 as radio producer-director. He was three years in the Army Air Forces, attaining rank of captain and later was transferred to AAF public relations in Washington as supervisor of radio productions. Returning to Chicago he was made supervisor of Chicago radio at Leo Burnett Inc., later joining D-F-S where he remained for more than a year.

Mr. Abbott will assume his new post August 12.

Farm Service Folder

FOLDER released by NBC, titled "The Farmer's Day Begins With Radio," promotes the early morning farm service programs of the network's owned and operated stations. Large color reproduction of a farmer about his morning milking chores, with radio pictured in background, is included. Brief, lyrical copy is used.

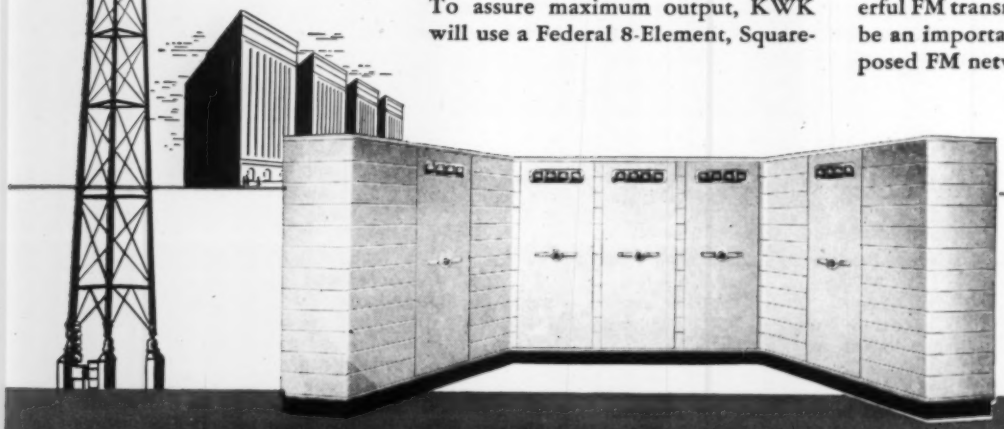
FIRST TWO FM STATIONS

Robert T. Convey, President of Station KWK, signing the contract for the 50-kw FM transmitter. L. to R.: Ray E. Dady, Station Director; V. E. Carmichael, Commercial Manager; Mr. Convey; Nick. J. Zehr, Chief Engineer; William Albright, Federal Representative.

50 KW KWK AND go on with FM by

RADIO LISTENERS in the St. Louis area will get a new thrill from finer, high-fidelity, interference-free broadcasting when Station KWK goes on the air this summer with FM—powered by Federal's new 50-kilowatt transmitter. To assure maximum output, KWK will use a Federal 8-Element, Square-Loop antenna with a power gain of 9, so that the 50-kw transmitter will actually deliver an effective radiated power of 450 kw.

As this station is a member of the Mutual Broadcasting System, its powerful FM transmitter will undoubtedly be an important link in Mutual's proposed FM network.



Both transmitters incorporate Federal's exclusive "Frequematic"* modulator, assuring outstanding fidelity and mean-carrier stability. As with all of its

8-Element Square-Loop Antenna will be able to deliver effective radiated power of approximately 450 kw.

Federal Telephone

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal

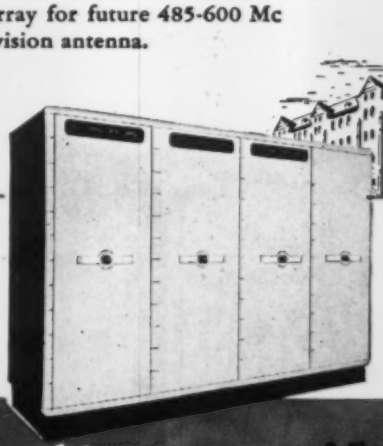
Export Distributor: International Standard Electric Corporation

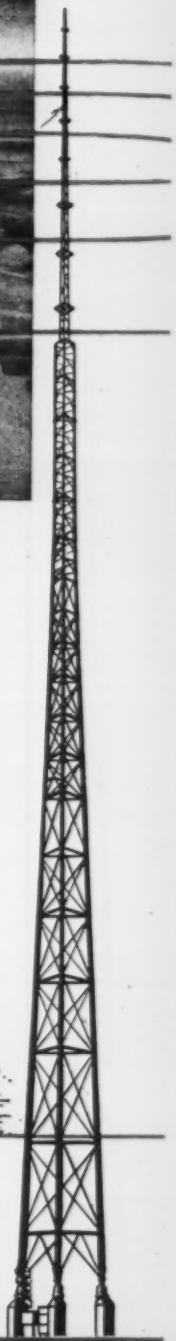
IN THE ST. LOUIS AREA!

Nicholas Pagliaro, General Manager of Station WEW, signs for Federal's complete 10-kw FM station. Left—W. E. Albright, Federal Representative. Right—N. E. Wunderlich, Executive Sales Director, Federal Telephone and Radio Corporation.

the air FEDERAL

STATION WEW of the University of St. Louis—second oldest radio broadcasting station in the United States—has contracted with Federal for a 10-kilowatt FM transmitting station, completely Federal engineered and equipped from microphone to antenna. With the new 8-Element, Square-Loop antenna, WEW will actually have an effective radiated power of 90 kw.—providing more power and greater listening pleasure for the University's vitally important educational, religious and commercial programs. Space will be left above the FM antenna array for future 485-600 Mc color television antenna.





FM equipment, Federal is making available to KWK and WEW, the services of factory-trained engineers to supervise the installation, make the initial "tune-up," and see the stations successfully on the air. Write for general and technical data.

*TRADE MARK

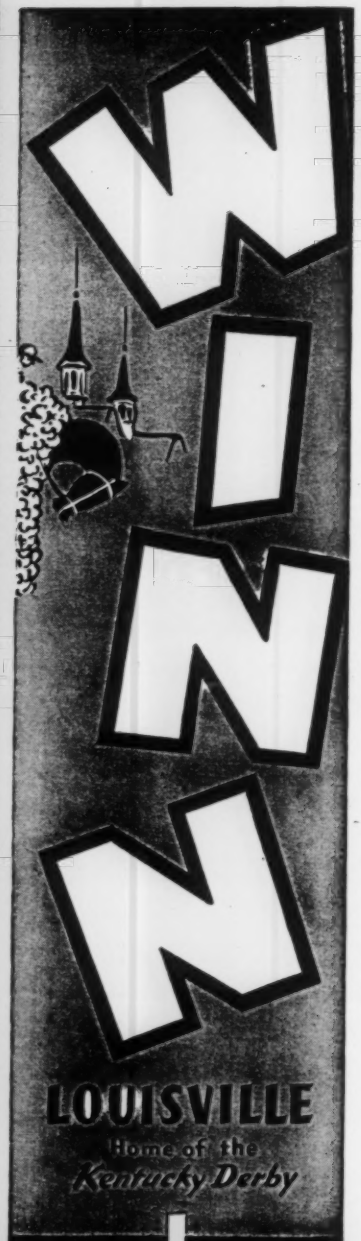
and Radio Corporation

Newark 1, New Jersey

An IT&T Associate

FTR Federal Telephone & Radio

8-Element, Square-Loop Antenna will be able to deliver effective radiated power of approximately 90 kw.



AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

★

HARRY McTIGUE
General Manager

SPONSORS

MITCHELL MARK after service with the Army Transport Command where he served as a flight captain and instructor has returned to Adam Hat Stores, New York, as advertising director. Prior to the war Mr. Mark was acting advertising director of the firm.

SHERMAN D. GREGORY, radio director of Schenley Distillers Corp., New York, is the father of a girl, Judith Eve.

INTERNATIONAL PICTURES, New York, has appropriated a budget of $3,500,000 for 1947 for national advertising and promotion of its eight to ten pictures to be released through United World. Placed through Buchanan & Co., New York, radio is to be included.

CHAMP LABS., Toronto (proprietary), Sept. 10 starts half-hour transcribed program "Champ Scrap Book" on a number of Canadian stations. Agency is J. J. Gibbons Ltd., Toronto.

MANHATTAN SOAP Co., New York (Sweetheart soap), has appointed Irwin Vladimir & Co., New York, to handle export advertising.

HUNTER, DOUGLAS Corp., New York and Riverside, Calif. (Flexalum aluminum slats for venetian blinds), has appointed Abbott Kimball Co., New York, to handle advertising. Radio may be used.

MASTIC ACRES, L. I., N. Y. (realty firm), has appropriated a budget of $100,000 for an advertising campaign over a nine month period to promote its low cost real estate development. Radio will be used. Agency is Jasper, Lynch & Fishel, New York.

NOMA ELECTRIC Corp., New York, has announced net sales of the corporation and its subsidiaries as $9,342,660 for the first six months of 1946.

JAMES A. NEEDHAM, formerly with Erwin, Wasey & Co., New York, has joined Boyle-Midway Inc., New York, household division of American Home Products Corp., as advertising administrative assistant to **JAMES RAYEN**, director of advertising and merchandising.

GEORGE HARSHBERGER has resigned as cooperative advertising manager of United-Rexall Drug Co., Los Angeles, to join publicity department of Samuel Goldwyn Studios, Hollywood film unit.

D-D-T-LITE Inc., Los Angeles (bug killing light), has appointed Hixson-O'Donnell Adv., Los Angeles, to handle national advertising. Spot announcements are being considered.

EVERSHARP Inc., Chicago, has added 404,524 square feet for the manufacture of new CA sphere point pen and other pen and pencil products. Space is contained in two new structures obtained in Chicago and Long Island City, N. Y.

GEORGE L. STERNFIELD, formerly in charge of production of Continental Soup Mix for Thomas J. Lipton Inc., Hoboken, N. J., has joined Kitchen Art Foods Inc., Chicago, as vice president in charge of production of Py-O-My Crust Mix, Rice Feast and other packaged food products.

LANCE Inc., Charlotte, N. C. (Toastchee Sandwiches), through Hugh A. Deadwyler Adv., Charlotte, has signed for sponsorship of the Sun. 12:55-1 p.m. period on all seven stations of Tobacco Network, an extension of the current news program featuring George Gunn on ABC.

CORNING GLASS WORKS, Toronto (Pyrex glass), has appointed McKim Adv., Toronto, as agency. National plans are being discussed.

O'CEDAR of Canada, Toronto (O-So-Ezy liquid starch), is planning national campaign to introduce new starch product. MacLaren Adv., Toronto, handles account.

Listeners Can't Hear

THERE'S AN IRONIC note in a new program started July 21 on WTOP Washington. Sponsor of the show, "Let's Listen," is Acousicon-Orrison Co., makers of Acousticon hearing aids. Hence, prospective clients are unable to hear the program. The commercial uses the approach, "If you know someone whose hearing is impaired . . . etc." Program is heard 9:15-9:30 a.m., and features leading choral groups. Agency is Robert Enders, Washington.

SWAPPING STORIES at the Philadelphia edition of Westinghouse Radio Stations' "Get Acquainted" luncheon at the Warwick Hotel are department store and advertising officials (l to r): Edward Severson, publicity director of Strawbridge & Clothier; Meyer Lichtigh, assistant advertising manager, N. Snellenburg & Co.; Linnea Nelson, radio media buyer, J. Walter Thompson Co., New York; J. B. Conley, general manager, Westinghouse Radio Stations; David Aarons, advertising manager, Gimbel Bros. That is KYW orchestra in the background.

NETWORK ACCOUNTS

New Business

DERBY FOODS, Chicago (Peter Pan peanut butter, canned meats), Oct. 23 starts sponsorship of "Sky King" on ABC Monday through Friday 5:15-5:30 p.m. Agency: Needham, Louis & Brorby, Chicago.

PACIFIC FINANCE Corp., Los Angeles (personal loans), July 21 started sponsoring recorded "Your Sunday Favorite" on 10 Don Lee Pacific stations Sun. 9:45-10 a.m. (PST). Agency: Jordan & LoBuono Adv., Los Angeles.

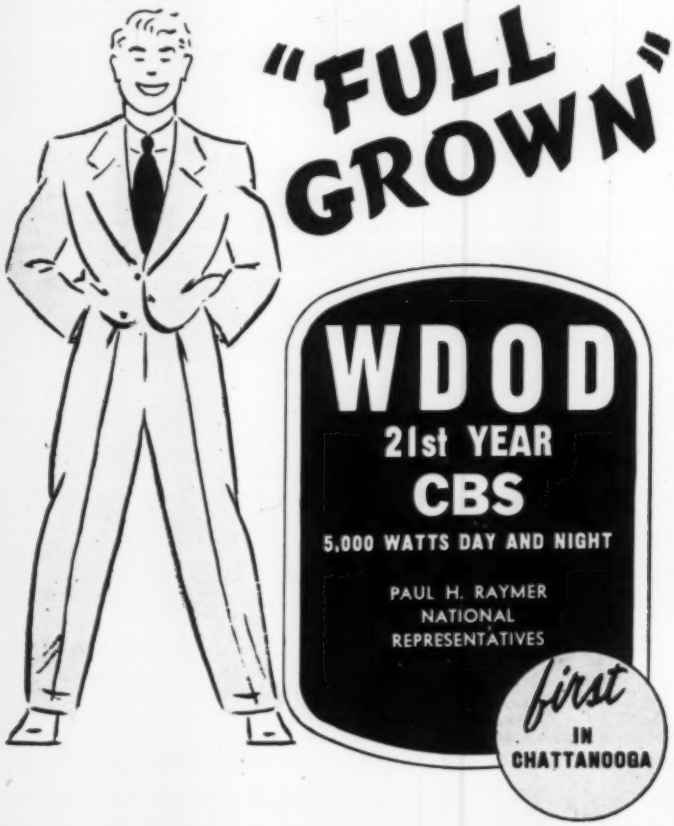
KERR GLASS MFG. Corp., Los Angeles (mason jars), July 22 started for 13 weeks, five minute program on 17 ABC Pacific stations, Mon.-Wed.-Fri. 2:25-2:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

Net Renewals

CAMPBELL SOUP Co., New Toronto. Sept. 8 renews to Aug. 31, 1947, "Meet Corliss Archer" on 30 CBC Dominion network stations, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

WM. WRIGLEY Jr. Co., Toronto, Aug. 6 renews to July 29, 1947, "Treasure Trail" on 10 CBC Dominion network western stations, Tues. 10:30-11 p.m. Agency: Jack Murray Ltd., Toronto.

RICHFIELD OIL Co., Los Angeles, Aug. 4 renews for 52 weeks "Richfield Reporter" on 6 NBC Arizona stations, Sun. through Fri. 9:30-9:45 p.m. (PST) and 8 NBC Pacific stations, Sun. through Fri. 10-10:15 p.m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.



KSO

SEVEN STAR SPECIAL

(Six Commercials *and* Bill Baldwin)

Bill Baldwin's entertaining Tea Time Serenade works commercial announcements into the dialogue . . . gives advertisers added *Punch* for their *Pitch!*

KSO's refreshing Tea Time Serenade goes *all out* for advertisers. Bill Baldwin, the program's versatile emcee, cleverly weaves commercial announcements into the dialogue of his daily 4:30 to 5 p.m. program in a refreshing, breezy manner . . . makes them an important, *listened-to* part in the program's over-all entertainment.

Baldwin, who fingers the piano keyboard as readily as the turntable, has developed a bright, sparkling show that *pulls listeners* because it's *different.* His fast-moving dialogue skillfully sets the stage for each commercial . . . gives advertisers added attention value. Folks in Des Moines and Central Iowa *like* Baldwin . . . *listen regularly* to his refreshing program. If you're lucky enough to have one of the Tea Time commercial spots—availabilities are scarcer than hen's teeth—you're slated for *extra* listenership . . . and *increased* popular acceptance.

KSO

DES MOINES, IOWA • 5000 WATTS

Basic CBS Outlet in Central Iowa

MURPHY BROADCASTING COMPANY

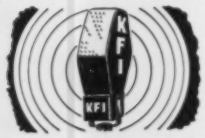
Kingsley H. Murphy, President

George J. Higgins, General Manager **National Representatives: Headley-Reed Co.**

THE SONGSTER'S PLIGHT

Staff Producer Ruth Franzen is to be congratulated on her ability to master certain of radio's trying situations. Seems that on last Monday's broadcast of the KFI-HOLLYWOOD BOWL AUDITIONS (9:30-10:00 p.m.) one of the young soloists competing for a personal appearance with Leopold Stokowski in the Hollywood Bowl arrived for rehearsal in the afternoon dressed, shall we say, abominably. Producer Ruth thought nothing of it at rehearsal time because all contestants are instructed that the actual broadcast is made before an audience and that the orchestra members dress. Come air time and this vocalist arrives dressed in the identical beach tatters that he wore during rehearsal. Instead of falling apart, as any young woman would have a right to do, Miss Franzen simply hied the singer to a dressing room and had him stay put until she returned. Then she tore around the station collecting coats, pants, etc. from the available announcers and finally got the voice dressed in a presentable fashion. All this took place in five short minutes with both Producer and soloist calmly on deck at air time. Which helps prove you can always rely on KFI.

PERSONNEL CHANGE



KFI's Program Director, Don McNamara, has resigned as of August 1st. He will be replaced by Charles B. Brown who is giving up the Presidency of Colonial Film Productions to join KFI.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

JOINT BIRTHDAY CELEBRATION for the Borden Co.'s *County Fair* (1:30-2 p.m. EDT Saturdays on CBS) and Florence Irene Petricko was held by officials of the Borden Co., Kenyon & Eckhardt, agency placing account, and *County Fair* cast members. Florence Irene, of McKees Rocks, Pa., was born at time *County Fair* went on the air. Celebrants are (l to r): Richard Dunne, K & E Radio Research Dept. head; Bernice Gaines, copy department; Don Severn, talent chief; Doris Smith, head of copy; Bob Wolfe, associate director, K & E Radio Dept.; Vic Norton, K & E vice president; Jesse Bickmore, the Borden Co.; Nurse Landry holding Baby Florence; Mrs. Petricko; Mr. Petricko; Monte Sohn, Borden Co.; Arthur Moore, *County Fair* producer; Win Elliott, m.c.; Bill Gale, orchestra leader.

Mrs. Marjorie De Mott

MRS. MARJORIE M. DE MOTT, 51, former head of the radio division of Badger & Browning & Hersey, New York, died July 20 at her home in Bronxville, N. Y., after a brief illness. Born in Cincinnati, Mrs. De Mott went to New York in 1920 where she was a copy writer for several advertising agencies before joining Badger & Browning & Hersey. She was a member of the drama department of the Bronxville Women's Club and the author of several one-act plays. Surviving are her husband, Raymond B. De Mott, and two sons, Peter Alfred and Lucian Keith.

PALEY REITERATES DENIAL OF SELLING

WILLIAM S. PALEY, chairman of the CBS board, last week reiterated his denial of rumors that he intended to dispose of a portion of his CBS stock.

Said Mr. Paley, on his return from California where a fortnight ago he had tried to scotch the rumors in a statement to BROADCASTING'S Hollywood correspondent:

"There has recently appeared in the trade press a report to the effect that I plan to sell a large portion of my CBS stock. The report is without foundation. I am not considering the sale of any of my CBS holdings or lessening my interest or activities in Columbia's affairs."

New Package Firm

USING their talents in a cooperative venture, 27 World War II veterans who worked for Armed Forces Radio Service, have formed Command Radio Productions to package live and transcribed programs. Offices are located at 6000 Sunset Blvd., Hollywood, and 3 Gramercy Square, New York City. Stockholders who wrote, produced and acted in AFRS shows, already have evolved several programs for sponsor consideration. Group also will enter the recording field via Command Records. Walter Schumann is chairman of the board and headquartered in Hollywood; Art Van Horn is vice president and New York manager; Elliott Lewis is second vice president with Michael Meshekow secretary-treasurer.

Sidney Matz

FUNERAL services were held Thursday in New York for Sidney Matz, 47, vice president and director of ExLax Inc., who died in a crash while flying his own plane to the West Coast. Mr. Matz was an important factor in the advertising policies of Ex-Lax, emphasizing radio.

KPAC
Deepest in the Hearts of Texans
MBS
BMB
Representatives
Sears & Ayer, Inc.

$167,500,000
Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.
GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.
Write Today for Further Information
WRRF
1000 WATTS
Washington, North Carolina
FORJOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

Advertise on the Biggest Show in Hartford!

Roy Hansen, popular MC, has helped bring the "Shoppers Special" to its present high Hooper in Hartford.

WDRC's "Shoppers Special" WITH MARKET BASKET* PRODUCT IDENTIFICATION

You can advertise on WDRC's "Shoppers Special" for the cost of a 1-minute announcement. This participation gives you:

1. Your regular 1-minute copy, on a rotating basis between 7 and 9 o'clock in the morning.
2. Product identification in the "Market Basket", which is filled with merchandise and given away twice each morning.
3. Good representation (3 mentions) on the biggest show in Hartford, with mc, live band, vocalist, local color, comedy, weather and time reports, UP and AP news.

The "Shoppers Special" runs from 7 to 9 a.m., Monday through Saturday. Participations are taken on a non-competitive basis. Write William F. Malo, WDRC, for full details.

An Original Program Idea, Created by WDRC's Program Department

Jim Garrett and Jean Chesley go calling twice each morning with WDRC's Mobile Unit for "Market Basket" home interviews.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

5000 WATTS
BASIC CBS
Connecticut's
Pioneer Broadcaster
Represented by Paul H. Raymer

THE SHREVEPORT TIMES STATION
Shreveport La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

ALLIED ARTS

GEORGE C. CONNOR, former assistant general sales manager of the electronics division of Sylvania Electric Products, Boston, has been appointed general sales manager of that division. With Sylvania since 1934, Mr. Connor was liaison agent between the firm and the Government on the engineering development of radio and radar products during the war, and in 1943 established company's West Coast sales office.

ERIC BERNAY, president of Keynote Records, New York, is in Hollywood to establish West Coast division and appoint a manager for that operation. Recently added to firm's board of directors were **NORMAN CORWIN** and **PAUL ROBESON.**

BEN ELLISON, recently resigned general manager of Exclusive Records, Hollywood, has joined new firm of Hollywood International Records in similar capacity.

FRANK WALKER, New York head of MGM's as yet unnamed new record division, is in Hollywood for three weeks to confer with tentative distributors, investigate possibility of utilizing film studio lot facilities for recordings and to intervew talent. With Mr. Walker is **MACKLIN MARROW,** director of music for the organization. The new Loew's Inc. subsidiary last month closed deal for a modern recording plant in Bloomfield, N. J., and is scheduled to go into production by early November with records on the market before spring of next year.

BROADCAST MUSIC Inc. has taken over exclusive American representation of the complete France-Music catalog controlled by Raoul Breton and his French publishing house. Under terms of the agreement, which will be in force for three years, BMI will continue serving as the performance rights agency of France-Music and in addition, Mr. Breton has signed over to BMI sole selling and distributing rights to his catalog in this country and Canada.

HERMAN S. SMITH, former president of Radio Essentials, Mount Vernon, N. Y., has resigned to form his own organization, Herman H. Smith Inc., at 405 44th St., Brooklyn, N. Y. The new company will manufacture radio and electronic components and hardware and will act as suppliers to radio parts jobbers.

DAMON TRANSCRIPTION Lab., Kansas City, is spending about $100,000 on new recording studios and offices being constructed at 115 W. 14th St. Studios are being floated on rubber blocks.

P. E. FLEURY, former Navy electronics instructor, has been appointed Atlantic district representative of General Electric Co. electronics department, Philadelphia, covering sale of electronic equipment in North Carolina, Virginia, Delaware, Maryland.

WYMAN HOLMES, released from AAF and formerly on the production staff of World-Wide Broadcasting Corp., New York, has joined Tel-A-Vix Recording Studios, Boston, to direct new transcribed series.

THOMAS BOCKERT has joined the talent booking division of WLW Cincinnati as assistant to **WILLIAM McCLUSKEY,** head of the WLW talent exploitation department.

THOMAS FREEBAIRN-SMITH, radio producer of Foote, Cone & Belding, Hollywood, has been elected president of Hollywood Radio Directors Guild. Other officers include **ROBERT DWAN,** NBC, vice president; **JOSEPH L. ALLABOUGH Jr.,** CBS, secretary, and **OWEN VINSON,** freelance producer, treasurer. Councilmen include **CHARLES VANDA,** CBS executive producer; **WILLIAM JOHNSON,** ABC; **EZRAH McINTOSH,** J. Walter Thompson Co.; **LEONARD REEG,** ABC, and **PHIL COHAN,** freelance producer.

AUGUSTUS J. EAVES (r) being congratulated by Capt. W. G. H. Finch, president of Finch Telecommunications Inc., following Mr. Eaves appointment as director of sales for the Finch concern, Passaic, N. J., manufacturers of facsimile equipment and other electronic apparatus. Mr. Eaves spent many years in the Bell Telephone Laboratories as a development engineer of communications systems and for the past 20 years has been general communications sales manager, Graybar Electric Co., N. Y.

JOSEPH BURGESS Jr. after service with the Army as a colonel, and prior to that personnel manager of CBS, has joined Columbia Recording Corp., Bridgeport, as manager of industrial relations.

LEON DORAIS, during the war with AFRS and previously with CBS Hollywood press department, has been added to the writing staff of Edward L. Bernays, New York public relations counsel.

RUTH FRANKLIN, National Association of Women Broadcasters member since 1943 and former women's editor of KLX Oakland, Calif., has been appointed director of radio and special events of the Community Chest of San Francisco. She succeeds **OBERA HAMMER,** who headed War Chest radio bureau during the war.

LEWIS C. TEEGARDEN, former chief complaint deputy of Los Angeles City Attorney's office, has joined Standard Radio Transcriptions, Hollywood, in an executive capacity with title of general counsel. Prior to entering general law practice, Mr. TeeGarden was on staff of KFWB Hollywood for six years as writer-producer-announcer.

MAJ. BRIAN MEREDITH of Ottawa has been appointed a senior radio liaison officer with the United Nations Department of Public Information to direct relations with the BBC and broadcasting organizations of British Dominions and the Middle East. With the Canadian Army for six years, Major Meredith was active in radio public relations work in England.

Lehigh Towers

ABOVE THE FIELD!

We invite your inquiries for AM - FM and Television Towers

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna.

Offices In Principal Cities

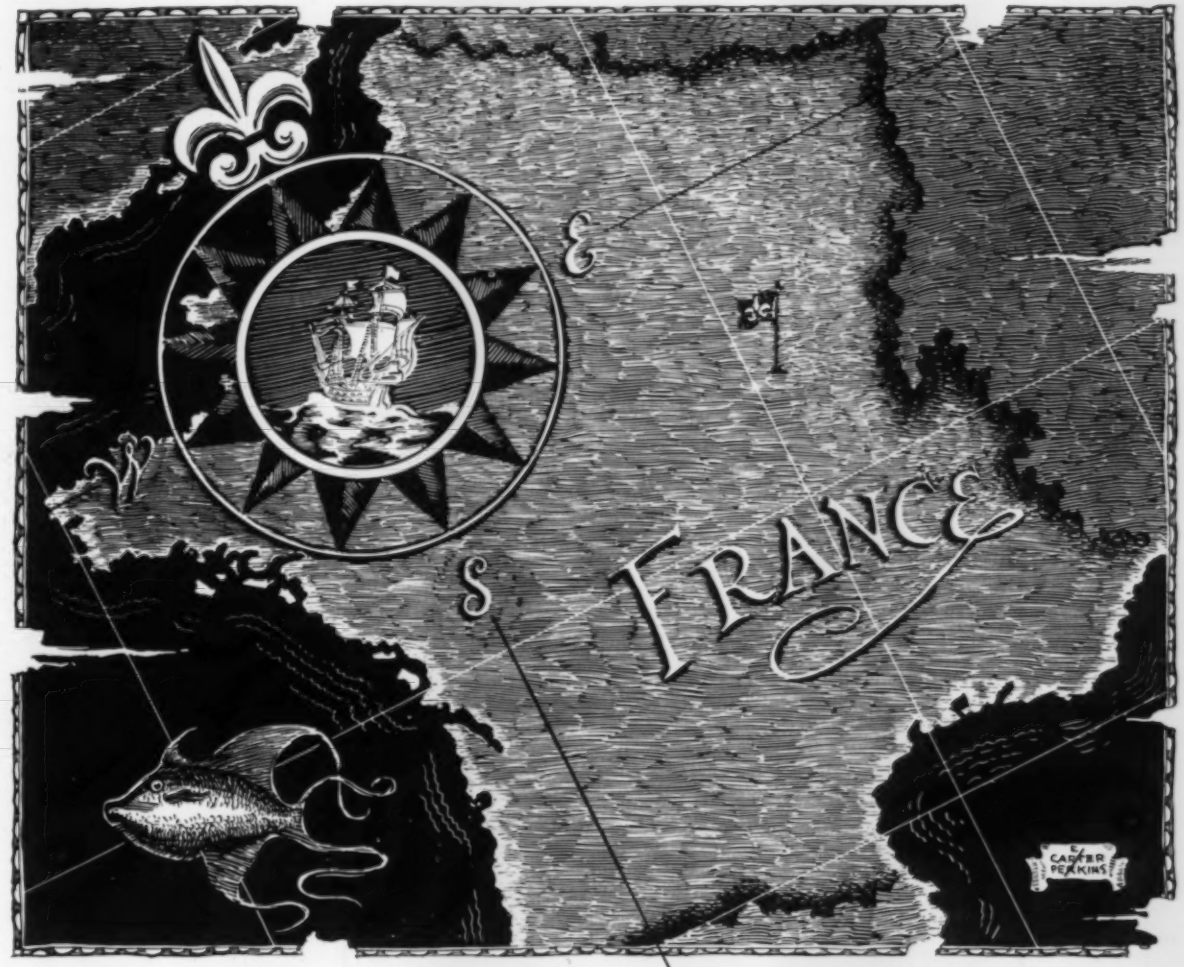
HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO



POINTING THE PATH TO PROFITS!

If you're interested in old maps and history, you'll quickly recognize this symbol, the fleur de lis. It's familiar as the heraldic lily of royal France and as the universal sign that designates North on the compass.

Regardless of the product or service that you sell, the letters WCBM constitute a symbol of importance to you. Like the compass it clearly points the way to the Baltimore market and assures a coverage that includes every income group. Are you utilizing this effective and economical sales producing medium?

Baltimore's Listening Habit

WCBM

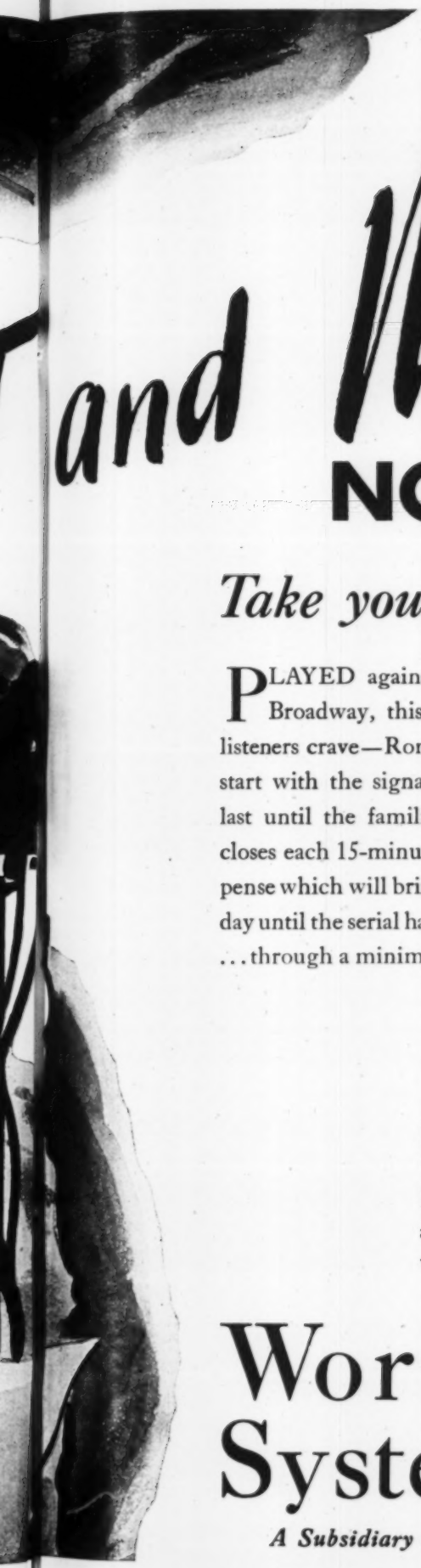
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

THE NEW
"MYRT



"Myrt and MARGE"

NOW ON THE AIR!

Take your listeners backstage on Broadway

PLAYED against the throbbing tempo of Broadway, this story has everything your listeners crave—Romance and Laughter which start with the signature "Poor Butterfly" and last until the familiar voice of Andre Baruch closes each 15-minute episode... Dramatic suspense which will bring your audience back every day until the serial has run its full, exciting course ...through a minimum of 260 open-end shows.

Already known to millions of listeners who followed it faithfully for 10 years, "*Myrt and Marge" is now available for local, regional and national sponsorship* . . . transcribed for the first time as another World feature. Here is the same heart-interest and plot, with new scripts brought thoroughly up to date . . . all recorded with superb realism and fidelity on World famous transcriptions.

A FINLEY PRODUCTION

HIGH RATINGS

During its first five years, "Myrt and Marge" was opposite "Amos and Andy"... ran nip and tuck in ratings. During its second five years (daytime), the show reached a Hooper of 10.4. During its entire ten year run, it was sponsored by two leading national advertisers.

World Broadcasting System, *INC.*

A Subsidiary of Decca Records

NEW YORK
711 Fifth Ave.
CHICAGO
301 East Erie St.
HOLLYWOOD
1000 North Seward St.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

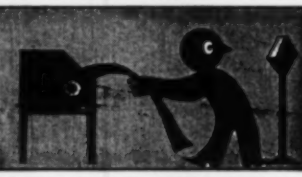
EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

News



DAVID E. KESSLER has been appointed head of the newly established news bureau at **WHAM** Rochester, N. Y. Mr. Kessler has been commentator on WHAM for Planters Nut and Chocolate Co. Two new news programs have been started by WHAM with **MAX METCALF** as reporter. **JACK ROSS** continues as station's news editor.

JOHNNY LAWRENCE, play-by-play baseball announcer, has been added to staff of WMFF Plattsburgh, N. Y.

ROBERT HANSEN, newscaster and special events announcer at KSFO San Francisco for 2½ years, has been appointed director of news and special features department. Previously he had been newscaster with OWI.

DONALD McGIBNEY, newspaper writer and world traveller, is newest member of the WBBM Chicago news staff. Mr. McGibney replaces **PAUL NEILSEN**, whose newscasts at 8-8:15 a.m. and 6:10-6:16 p.m. (CDT) were sponsored by Peter Paul Inc. (candy) and Atlas Prager Brewing Co., Chicago, respectively. Agency for both accounts is Olian Adv., Chicago. Mr. Neilsen resigned because of an application for an Evanston station now pending before FCC.

STANLEY ROSS, American correspondent in Latin America, has been signed by WLIB New York for a series of transcribed eyewitness reports on the political situation in Central America. Mr. Ross will prepare four-minute commentaries in Guatemala, Costa Rica, El Salvador, Honduras, Panama and Venezuela to be included in the station's regular 10-minute newscasts. He is now in Latin America on assignment from Collier's and other publications.

JESSE H. BUFFUM, CBS director of agriculture for New England, July 27 attended the Potato Blossom Festival at Holton, Me., at which he crowned the Potato Blossom Queen. Ceremonies were aired on CBS "Country Journal," Sat. 2 p.m.

STEPHEN LAIRD, now covering Paris Peace Conference, has been assigned to Berlin as chief CBS German and Balkan correspondent.

INA SHIPPEY, KPO San Francisco news writer recently selected as "the most beautiful news-writing girl in America" in a contest conducted by International News Service, has been appointed assistant manager of the station's news and special events department.

NORMAN NESBITT, KMPC Hollywood commentator, in collaboration with Los Angeles daily newspapers and Paralyzed Veterans Assn. of Birmingham Hospital, Van Nuys, Calif., is sponsoring a flying club exclusively composed of paraplegics. Funds are being sought to purchase planes which can be controlled entirely by hand. The Civil Aeronautics Adm. has agreed to certify such planes. Five flight instructors have pledged instruction time to the project.

BYRON MacMILLAN, discharged from RCAF, has returned to the newsroom of CBH Halifax, N. S.

CYRIL BASSETT has joined the news staff of CBC international service, Montreal.

WALTER KENNEDY, vice president of Scholastic Sports Institute and public relations director of Notre Dame until January of this year, has been signed by WSTC Stamford, Conn., for a 52-week series of weekly sports programs. Titled "Sports Page of the Air," feature is aired Monday evenings.

Mr. Kennedy

BASKET MOSS, member of the NBC Central Division news department, resigns effective Aug. 15 to become an assistant professor of journalism at the Medill School of Journalism, Northwestern U.

JIM DOOLEY, news editor of WHBC Canton, Ohio, is the father of a girl, Cheryl Lynn.

GEORGE J. O'CONNOR, former associate swing editor of the Binghamton (N. Y.) Sun, has been named news editor of WINR Binghamton, new NBC affiliate to begin operations Aug. 1.

DON NICHOLSON, newscaster at KGLO Mason City, Iowa, following completion of service with AAF in the Mediterranean, has been assigned to the news staff of WTAD Quincy, Ill., affiliated operation (The Lee Stations).

HAL RENOLLET, farm commentator of KOA Denver, July 23 presented reenacted typical broadcast for meeting of Colorado Wool Growers Assn. at Shirley-Savoy Hotel.

HERB KENNEDY, returned to radio after three years with AAF, has been transferred from the announcing staff of KSFO San Francisco to the station's newscasting staff.

ROBERT MILLER, associate farm program director of WLW Cincinnati, is the father of a boy, Levan Clifford.

None for Roger

RECEIPT of an eviction notice gave Roger Patrick, KLAC Hollywood news reporter, an idea for a housing appeal. In collaboration with veterans organizations and station's news bureau he started drive for housing facilities. After two weeks he has obtained 500 listings which have been made available to all veteran service centers. He himself is still without quarters.

Suit Fails

JUDGMENT in $200,000 suit of Edward Holden, Hollywood writer-actor, against Music Corp. of America, F. W. Fitch Co., and NBC over title of *Rogues' Gallery*, was decided in favor of defendants by U. S. District Court Judge Pierson Hall in Los Angeles on July 15. Mr. Holden charged "unfair competition" in that title of his auditioned program called *Rogues' Gallery* was used by defendants. Court held that Mr. Holden was not entitled to damages on basis of evidence submitted.

CLEVELAND'S *Chief* STATION GETS BIG HAND

Listeners heartily applaud Cleveland's *CHIEF* station again and again for the best local shows on the air. WJW has more local daytime listeners in Northern Ohio than any other regional station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

your MUTUAL friend

TRY IT AND SPOT THE DIFFERENCE

WHBQ

Memphis L. A. Atlanta, Ga. Rep. by Representative BAMBIAU

AND NOW-10 NEW REL 1 KW FM TRANSMITTERS IN OPERATION!

The first eight:

W2XMN (WFMN)—Alpine, N. J.

W3XO—Washington, D. C. (WINX)

WDRC-FM—Hartford, Conn.

WTIC-FM—Hartford, Conn.

WENA—Detroit, Mich.

WNBF-FM—Binghamton, N. Y.

WGTR—Paxton, Mass.

WMIT—Winston Salem, N. C.

No. 9—

To WIL (WILFM), owned and operated by the Missouri Broadcasting Company . . . on the air since June 20th, 1946. First FM station in St. Louis

No. 10—

To WRCM, owned and operated by Supreme Broadcasting Company. On the air with REL equipment since June 26, 1946. First FM station in New Orleans.

REL is now delivering FM Broadcast Equipment including Transmitters, FM Monitors, Speech Consoles, and a compact turnstile Antenna with Power Gain of 2. Consult us if you have any problems with delivery of your new FM Broadcast Equipment.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

A PRODUCER THAT PRODUCES *Sales* IN CENTRAL NEW YORK

Sparkling showmanship builds top local shows over WFBL in Syracuse, New York

RAY GANTTER
Production Manager

With a 25-year background as a gifted pianist, composer, arranger and dramatist, Ray Gantter gives sparkle and audience-building showmanship to WFBL's local radio productions.

Before he entered the Army, Ray was the spark-plug "Of Thee I Sing" and "Behind the Lines" . . . two outstanding shows originating at WFBL. When the war ended, Ray was in London and in that city produced "Winterset" with an all-G. I. cast in the Scala Theater.

He's back at WFBL now, supervising all locally-created programs, including the popular "The Curtain Rises" and "Full House." His experience, education and knowledge is reflected in these outstanding programs.

For case histories, write or wire any Free & Peters office, or

CBS

WFBL
Syracuse, N.Y.

Toll Charges

(*Continued from page 17*)

of dollars and service without the slide-rule mysticism of rate making by segments of service. Such a flat rate would be in the order of:

50 kw stations	$1000
Regional stations	500
Local stations	75

Rents Lines

As it stands now AT&T does not render network line service at all. It simply builds and maintains the lines and rents them to the networks. Under any arrangement the networks would have to maintain their present traffic staffs and the AT&T, its traffic engineers, so the question is purely one of reasonable rates and not one of performance. It may be pointed out, however, that stations on chains are network subscribers, not telephone subscribers. From the stations' point of view the mileage base in the rate is about as logical as it would be to fix movie admissions on the basis of film feet shown.

Blame for the exorbitant rates can not be laid to the FCC alone. Broadcasters have let the matter lie dormant for so many years that the Commission may be justified in assuming they are suffering no hardship. It was natural for the Commission to concern itself first with lowering toll call rates since these affected the greatest number of people to the greatest extent. The broadcast bill is such a small part of AT&T revenues that it is difficult to find in the Commission's public records. Yet it is an important part of broadcast expenses.

The Bell System, too, has its justifications. Since its services and their maintenance cover the whole communications field, a ready determination of cost-to-rates ratio for one particular service is not always available, especially in the midst of rehabilitation and extension work now in progress. This is particularly true of a service with a relatively few subscribers, although much may be said at a more appropriate time concerning the alarming gap between the cost per unit of traffic in the teletype service for broadcasters and the rates for that service.

The broadcaster is in the peculiar situation of being charged with public service responsiblity and having no voice speaking for him, through his own trade associations, the Government or the Bell System. He must either accept in contented silence the present rate practices or must, on his own initiative, analyze his case against the rates and present it.

No Particular Standard

Program line service is of no peculiar technical standard. At least if we are to believe Bell's defense of its communications-wide maintenance system, it is not. Nor does it serve any special group. It serves the radio-listening public. It is not necessary here to give the population of that audience, nor to compare it with the number of people who make long distance telephone calls.

Whether the Bell System follows the most-favored customer rule is not the subject of this article. It can not escape note, however, that many circuits of similar characteristics and maintenance requirements are leased to others for about half the present Class A line rate for radio stations.

So far we have considered only AM stations and intercity program transmission lines. FM stations appear to be embarking on the same rough voyage, however, for tariffs for their lines start where AM lines were before the 1943 reductions. And this is despite the fact that coaxial cable can carry many circuits other than program ones.

Coaxial cable systems, including relays and terminals, cost in the neighborhood of $30,000 per mile installed. They are said to have a capacity of 2000 circuits, but for broadcast uses there will probably be about 200 circuits and for FM alone, even less. Cost per basic circuit mile: $15. Since telegraph and voice users will be in the same cable units, it is obvious that a rate of $8 will recover cost at a far more rapid rate than the traditional 6%. Assuming a use of only 10% of capacity, recovery would be 100% every 18 months.

The telephone plant is normally engineered on a 20% traffic development basis. Yet even if coaxial cable circuits are allowed 10 years to attain full use, it is difficult to justify the $8 per month per mile rate.

FCC Seen Awaiting Complaint Before Acting on Overcharges

ANY FCC consideration of charges that program line rates to broadcasters are excessive must probably await filing of a formal complaint with the Commission, an authoritative source in that body commented in reaction to a BROADCASTING article on the subject by DeQuincy V. Sutton, Washington consultant (see page 17).

Emphazing that the Commission has yet to receive a formal complaint from broadcasters against rates which Mr. Sutton says have been unreasonable for years, the same source indicated that it is not up to the Government to take the initiative in such a matter.

He said that he was unable to shed any tears over an alleged overcharge made against network broadcasters who have not even formally complained to the FCC. His impression was that when broadcasters were granted a reduction in 1943, they failed to pass it on to individual stations.

While declining to judge the merit of the case, this source questioned Mr. Sutton's comparison of program line rates to ordinary telephone rates. The two may or may not be directly related, he suggested.

Housing for Cupid

FOURTEEN months ago Ann Andrews, Chicago radio singer, and George Herro, publicity director for MBS Chicago, became engaged. They announced at the time their marriage would depend on how long it took to find a home. Last week Mr. Herro ended his search for an apartment and on Aug. 4 Miss Andrews will become Mrs. George Herro at a wedding to be held in the Chicago Radio Actors Club.

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc.

GROUND WIRE
COPPER AND COPPERWELD WIRE FOR GROUND SYSTEMS
WRITE FOR LIST OF SIZES
ANDREW CO.
363 East 75 St. Chicago 19

A TRIBUTE FROM CALIFORNIA'S LARGEST FAN MAGAZINE . . .

Fan Fare . . . June 21, 1946

Public Service

This is not a "fan" story. It is a report of splendid world service being given by a single station: KYA

By Caroline Chaney

TO RADIO STATIONS "public service" programs are one of two things: They are non-profitable nuisances—but necessary because of the licensing demands of the Federal Communications Commission. Or they are audible evidence of the station's earnest efforts to benefit the public—and, at the same time, build for itself a reputation as a participating citizen of its community.

Independent station KYA is San Francisco's most solid station "citizen." It takes its obligation to serve the public seriously. And by so doing, its reputation has spread nation-wide.

Billboard's award for the top public service job done by an independent station went to KYA for its San Francisco Conference coverage . . . its wartime longshoremen's program won another national award . . . and from the Treasury Department came a citation for its Victory-window bond sales of thirty-five million dollars. More recent are KYA's programs of United Nations sessions, broadcast from recordings flown from Hunter College, and its airings of civic government squabbles and city activities.

Last month KYA reached a new public service high with its concerted food-for-the-starving drive—a series of nine productions entitled *This Is a Different War*. Proof that the general public, as well as the industry, takes KYA's efforts seriously is this: Well over a million cans of food had been collected at this writing and cash contributions surpassed six figures. Both cans and cash were still rolling in.

After a careful check, KYA General Manager Don Fedderson reports with understandable pride that KYA was the only radio station in the United States to offer a series of programs designed to mobilize the community into a coordinated food drive. Unlike other stations, KYA presented nine half-hour programs strategically placed at the peak listening hour of the day in the San Francisco area—6:30 to 7 p.m.

Carefully planned and skillfully written by H. B. Rossen, news editor, the half-hour shows drew upon the station's entire talent sources for microphone and production chores. What's more, all services—in and out of the studio—were donated by the station's personnel. Included among the out-of-studio jobs was the packing and sorting of canned foods, done by the KYA crew on their days off.

In staging its drive, KYA worked closely with UNRRA, the War Relief Service of the Catholic Welfare Conference and other welfare organizations. In putting together what is being heralded as the most impressive productions of this kind ever broadcast in the West, Rossen used special music, dramatizations of actual conditions in Europe, eye-witness accounts of the horrors of starvation—even original poetry written by Bill MacLain and "Foreman Bill" Mackintosh, both of KYA.

Significantly, KYA's splendid efforts in humanity's behalf touched off a series of food campaigns throughout the West by civic organizations and even entire cities.

And even though its initial food drive has ended, KYA's efforts to help will continue as long as there is need. This is true public service—international public service.

TO HELP STARVING CHILDREN, KYA staffers contributed their services to a standout program series, spent their days-off sorting and packing the million cans of food collected in the drive. At work here are, left to right: Lenn Curley, Foreman Bill Mackintosh, Dave Dorris, Ellis Lind and Bill MacLain

KYA

SAN FRANCISCO

Represented by **ADAM J. YOUNG JR., INC. NEW YORK, CHICAGO**

THE VOICE OF MISSISSIPPI
WJDX
1,000 N
5,000 D
JACKSON
N. B. C.

LIVE(WIRE)STOCK MARKET

Cattle are on the move in Mississippi, where livestock and livestock products accounted for 23 percent of Mississippi's total income from farm marketings in 1945. Mississippi farmers last year received 76 million, 716 thousand dollars from this source alone. Alert advertisers will see the opportunity offered by this "bullish" stock.

W J D X — the DOMINANT "Voice of Mississippi effectively, efficiently covers this growing market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

The Nunn Stations
SERVE AND SELL IN
5 GROWING MARKETS
• WMOB—ABC
Mobile, Ala.
• WBIR—ABC
Knoxville, Tenn.
• WLAP—ABC
Lexington, Ky.
• KFDA—ABC
Amarillo, Tex.
• WCMI—CBS
Ashland, Ky.
Huntington, W. Va.

MERRITT MILLIGAN, for four years program director of KGLO Mason City, Iowa, has been named to the same post at WTAD Quincy, Ill., affiliated operation (The Lee Stations). **BUD SUTER,** former head coach at Mason City high school and part time in radio, has been named to succeed Mr. Milligan at KGLO. **DOUG SHERWIN,** after four years in the Navy, has returned to KGLO in charge of production as well as chief announcer.

LEO UNDERHILL, announcer, has been added to WIZE Springfield, Ohio. **YVONNE ROBERTS** is new member of the WIZE copywriting staff.

DON McSWAIN, announcer at WSOC Charlotte, N. C., has been awarded membership in the Carolina Motor Club for his efforts in promoting safe driving through weekly "Let's Talk About Traffic," public interest series.

SANDY SPILLMAN has rejoined the program department of KSFO San Francisco as writer-producer after 4½ years of service in the Navy.

HOMER BLISS, announcer at WHAM Rochester, N. Y., has returned to the station following 3½ years in Army Signal Corps.

JOHN DEYOUNG, previously with WISH Indianapolis, has been named to the announcing staff of WGL Fort Wayne, Ind. He is Army Pacific veteran.

AL ANDERSON, WNYC New York disc jockey, has been chosen by the American Progressive Youth Union as "the disc jockey who has done the most to promote racial and religious tolerance on the radio." Mr. Anderson will be given an award to that effect on his WNYC broadcast of Aug. 6, 6:15 p.m. by Count Basie, bandleader, on behalf of the APYU.

BOB HURD, producer at KOMO Seattle, Wash., is the father of a boy.

DOUG SETTERBURG, producer at KOMO Seattle, Wash., is the father of twin girls.

FRANCES STEWART LINDH, continuity writer at KDKA Pittsburgh, and her husband, Arthur Lindh, artist and writer, have moved to California.

MRS. MARIAN SEXTON, director of women's activities at WOL Washington, is the mother of a girl, Maria Kay, born July 21. **FRANCES PAIGE,** wife of **JACK PAIGE,** station's special events and promotion director, is her temporary replacement at WOL.

HAZEL KENYON MARKEL, director of community service and education of WTOP Washington, has been named radio director of the Washington Business and Professional Women's Club and a member of the organization's board of directors.

JOE K. PHIPPS has been named director of KTBC Austin, Tex., succeeding **JIM TURNER,** now with KTBS Shreveport, La. Mr. Phipps returned to KTBC in December following release from overseas service with the Army. **ROBERT ROBINSON** has been appointed assistant program director in charge of promotion. He also is former KTBC staff member, returning from assignment with Air Transport Command in Naples and Paris.

CHOK, in Sarnia, Ont., Starts Operation Today

CHOK Sarnia, Ont., goes on the air for the first time today, operating on 1070 kc with 500 w.

H. M. Hueston is president of the Sarnia Broadcasting Co. Ltd.; A. D. McKenzie, vice president; and Claude R. Irvine, managing director. Jerry Kelly is chief engineer.

The staff of 26 includes Bob Reinhart, program director, and six announcers, four of whom are from other Canadian stations. The commercial staff includes Arnold Stinson from CKLW Windsor, Sidney King, Bruce Nicol and G. Forbes as Port Huron representative. National representatives are National Broadcast Sales, Toronto and Montreal, and Donald Cooke Inc., New York and Chicago.

RCA equipment has been installed and the station has three library services, Thesaurus, Standard and Lang-Worth. Press News teletype will provide copy for every-hour-on-the-hour news broadcasts. Operating schedule is 6 a.m. to 2 a.m.

PRODUCTION

LYMAN SMITH, recording manager of KFI Los Angeles, following a stroke, was taken to Queen of Angeles Hospital on July 20.

DAVE BALLARD, announcer of KGFJ Hollywood, is the father of a boy born July 21.

JOHANNA DEWITT, former freelance radio writer, has joined the program writing department of CBS New York.

ALEX COURSEY, one time on the radio staff of Hayes Adv., Burlington, Vt., and during the war on the public relations staff of Seventh Army Headquarters, has been appointed continuity director of WMFF, Plattsburg, N. Y. Also added to WMFF is **CHARLES HILL,** who switches from music library of NBC New York.

ALUN WILLIAMS, resigned from KYW Philadelphia where he was assistant educational director, is freelancing in New York in radio and film announcing, narration and news. Before war service in AAF he was chief announcer at WMCA New York.

HOWARD BAILEY, announcer of CKSF Cornwall, Ont., has had an operation on his right leg for war wound received while with the Canadian Army in Holland.

JOE MIDMORE, discharged from RCAF, has rejoined CKWX Vancouver, B. C., as announcer. While overseas with radio unit of RCAF public relations branch, he took part in many trans-Atlantic broadcasts from London.

CLAIRE WALLACE, Canadian women's commentator, Toronto, is currently in Central America gathering data for her fall season of daily commentaries.

J. R. SCOTT, new to radio, has joined the talks department of CBC Toronto.

DICK HALHED, producer of CBC Winnipeg, has been elected chairman of the CBC staff council at Winnipeg.

WILLIAM BREWER, former member of the Central Division traffic department before entering the service two years ago, has been appointed assistant to **Robert Guilbert,** continuity acceptance editor of the division. While in the Army Mr. Brewer managed a mobile radio station with the Fifth Army.

TOM McDERMOTT, director of "Glamour Manor" on ABC, also has been named director of "When A Girl Marries" on NBC.

BRYON PARKER, hillbilly personality of WIS Columbia, S. C., has been selected as a judge for National Gospel Quartette contest to be held Aug. 3 at Renfro Valley, Ky. About 10,000 persons are expected to attend event.

JIM GIBBONS, sports announcer of WMAL Washington, has been named morning "Town Clock" m.c. Program is aired Monday through Saturday 7:10-9 a.m. He also will be heard on weekday afternoon "Music Box" feature.

PAUL MARTIN, announcer and m.c. at WWDC Washington, has joined WPEN Philadelphia as copy chief. His successor at WWDC is **RAY MORGAN.**

JOHN PLUMMER has rejoined the program department of NBC following release from the armed forces. **ARTHUR HAMILTON,** also in service, has returned to the network's Radio Recording Division.

BOB FORWARD has been elevated to production supervisor of Don Lee Broadcasting System, Hollywood. Recently discharged from service after three years, he returned to network as senior announcer and staff producer.

JACK TIERNEY, former public relations officer at Birmingham Hospital, is now writing and producing for AFRS Hollywood as a civilian.

EARL SANDERSON, returned from overseas with the RCAF, has joined the traffic department of CBC Toronto.

MAJA VAN STEENSEL, newly appointed junior editor of the Netherlands language broadcasts section of the CBC international section, Montreal, served with the Netherlands underground and was in a concentration camp in Holland during the German occupation of Holland.

W. (Doc) LINDSAY of program staff of CKEY Toronto is father of a boy.

ROD DEWAR has joined the announcing staff of CKEY Toronto.

ROLLIE VAILE, announcer, has taken on additional duties of continuity editor of KCMJ Palm Springs, Calif.

HAL McINTYRE, production manager of KCMJ Palm Springs, Calif., has taken an extended leave of absence to work on a secret invention.

BILL FROST, formerly of WDSM Duluth, Minn., has joined announcing staff of KCMJ Palm Springs, Calif.

DICK HAYZEL, CBS Hollywod contact producer, has resigned.

CARL BREWSTER has been elected to program and public service director of KFVD Los Angeles.

GLENN MIDDLETON, contact producer of CBS Hollywood, has resigned.

KATHLEEN MOORE, head of the KPO San Francisco music library, has been appointed president of the San Francisco Bay Region Chapter of the Special Libraries Association of America.

W. H. TANKERSLEY, former chief announcer and production manager of KLO Ogden, Utah., has joined the announcing staff of KDYL Salt Lake City.

KEN MARVIN has switched from the announcing staff of WNOX Knoxville, Tenn., to WJR Detroit. During war service he was with AFN Munich.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

TIME BUYERS— DO YOU KNOW WHAT IS HAPPENING IN BOSTON?

WHDH is on the move!

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UP 80% (Participations available in the "Carnival of Music" with Fred B. Cole)

WEEKDAY AFTERNOON AUDIENCE

UP 23.7% (Choice spots open for participations in "Back Bay Matinee")

WEEKDAY EVENING AUDIENCE

UP 16.2% (News, Sports and Musical programs open for sponsorship)

***OVERALL AUDIENCE* UP 30.7%**

Comparison of May-June over March-April Hooper Station Listening Index—Share of Audience reports.

On March 18th of this year, the Herald-Traveler Corporation took over the *active* management of WHDH. A complete new schedule of programs went into effect on April 29th.

Figures shown here give the first indication of the *pulling power* of these new programs.

This is only the start. The *new* WHDH is really taking hold in the Boston Area. The increases in listeners are the result of well thought out programming, built to attract audiences and produce sales.

In planning your fall schedule of advertising, remember choice spots are still available.

WHDH

BOSTON, MASSACHUSETTS

850 on the dial

Represented nationally by John Blair & Company

NEW YORK DETROIT CHICAGO ST. LOUIS LOS ANGELES SAN FRANCISCO

ACTIONS OF THE FCC

JULY 19 to JULY 25

Decisions . . .

JULY 19
BY COMMISSION EN BANC

AM—1400 kc

Texarkana Bcstg. Co., Texarkana, Tex.—Granted CP new station 1400 kc, 250 w, unlimited time, subject to condition that applicant will within 60 days from date of action file an application for modification of permit specifying a transmitter site an antenna system meeting the requirements of the Commission's Sandards of Good Engineering Practice.

AM—1280 kc

Caribbean Bcstg. Corp., Arecibo, P. R.—Granted CP new station 1280 kc, 1 kw, unlimited time, subject to the condition that applicant will within 60 days from date of action file an application for modification of permit, specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards of Good Engineering Practice. Waiver of Sec. 3.55(b) and 3.60 of rules required.

AM—1490 kc

Mitchell Bcstg. Assn., Mitchell, S. D.—Granted CP new station 1490 kc, 250 w, unlimited time, subject to condition that applicant, within 60 days of grant, file an applicaion for modification of permit specifying a transmitter site and antenna system meeting the requirements and standards, and subject to CAA approval of transmitter site and antenna system. Waiver of Sec. 3.55(b) and 3.60 required.

AM—1230 kc

Dickinson Radio Assn., Dickinson, N. D.—Granted petition for reconsideration and grant without hearing of application for a new station, and adopted an order granting application for CP to operate on 1230 kc, 250 w, unlimited time, subject to condition that applicant will within 60 days of grant, file an application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the Commission's standards; further that Secs. 3.55(b) and 3.60 of the Commission's rules are waived with respect to this grant, on condition that approved frequency and modulation monitors will be installed as soon as possible.

AM—1190 kc

Annapolis Bcstg. Corp., Annapolis, Md.—Granted CP new station 1190 kc, 1 kw, daytime only, subject to condition that applicant will within 50 days from grant, file an application for modification of CP, specifying a transmitter site meeting the requirements and standards.

AM—800 kc

John W. Davis, Portland, Ore.—Granted CP new station 800 kc, 250 w, daytime only, subject to the condition that applicant will within 60 days from grant, file an application for modification of permit, specifying a transmitter site and antenna system meeting the requirements and standards.

AM—1110 kc

W. Walter Tison, Tampa, Fla.—Granted CP new station 1110 kc, 1 kw, daytime only, on condition that applicant dispose of his stock in WFLA Tampa, and subject to condition that applicant will file within 60 days from date of grant, an application for modification of permit specifying a transmitter site and antenna system meeting the requirements and standards.

AM—1130 kc

Radio Dinuba Co., Dinuba, Calif.—Granted CP new station 1130 kc, 250 w, daytime only, contingent on CAA approval of antenna system and transmitter site.

AM—600 kc

KFSD San Diego, Calif.—Granted CP to increase power from 1 to 5 kw, install a new transmitter and directional antenna for day and night use, and change transmitter location, Comr. Durr voting for hearing.

AM—810 kc

KGO San Francisco, Calif.—Granted CP to increase power from 7½ to 50 kw, install a new transmitter and directional antenna for day and night use, and change transmitter location, operating on 810 kc, unlimited time.

AM—990 kc

WCAZ Carthage, Ill.—Granted CP to change frequency from 1080 to 990 kc, increase power from 250 w to 1 kw, daytime only, install new transmitter and antenna and change location of transmitter and studio.

Acquisition of Control

KYOS Merced, Calif.—Granted consent to acquisition of control of Merced Bcstg. Co., licensee of station KYOS, by Hugh McClung, through purchase of 8,000 shares, or 33 1/3% of outstanding capital stock of licensee, for a sum of $51,000.

Assignment of Control

WLW Cincinnati, Ohio—Granted consent to voluntary assignment of license of station WLW from the Crosley Corp. to Crosley Bcstg. Corp., a wholly owned subsidiary of assignor.

AM—610 kc

WAYS Charlotte, N. C.—Granted CP to change present facilities of 610 kc, 1 kw, DA, unlimited time, by increasing daytime power to 5 kw and installing a new transmitter (Comr. Durr voting against).

AM—1340 kc

Radio Services Co. of Brookhaven, Miss., Brookhaven, Miss.; Brookhaven Bcstg. Co., Brookhaven, Miss.—Designated for consolidated hearing application of Radio Services Co. of Brookhaven, Miss., with application of Brookhaven Bcstg. Co.; both applicants request a new station to operate on 1340 kc, 250 w, unlimited time.

AM—1400 kc

WBIZ Inc., Eau Claire, Wis.; The Eau Claire Chippewa Bcstg. Co., Eau Claire, Wis.—Designated for consolidated hearing application of WBIZ Inc. with application of The Eau Claire Chippewa Bcstg. Co., both applicants seeking a new station to operate on 1400 kc, 250 w, unlimited time.

AM—1390 kc

United Bcstg. Co. Inc., Silver Spring, Md.; Arlington-Fairfax Bcstg. Co., Arlington, Va.—Designated for consolidated hearing application of United Bcstg. Co. Inc., for a new station in Silver Spring to operate on 1390 kc, 1 kw, daytime only, with application of Arlington-Fairfax Bcstg. Co., requesting the same facilities in Arlington.

AM—1230 kc

Eagle Printing Co. Inc., Butler, Pa.—Designated for hearing application to operate on 1230 kc, 250 w, unlimited time.

AM—910 kc

WTHT Hartford, Conn.—Designated for hearing the application of WTHT to change frequency from 1230 to 910 kc, increase power from 250 watts to 5 kw, install a new transmitter, change transmitter location, and install DA for day and night use in a consolidated proceeding with application of Central Conn. Bcstg. Co., requesting the same frequency for a new station in New Britain which was designated for hearing May 10; ordered that the order of May 10 designating this application for hearing be amended to include the above application of WTHT.

AM—1190 kc

WOWO Fort Wayne, Ind.; WIRE Indianapolis, Ind.—Designated for consolidated hearing the application of WOWO for increase in power from 10 to 50 kw on 1190 kc, installation of a new transmitter, change transmitter location and install a directional antenna, with application of WIRE to change frequency from 1430 to 1190, increase power from 5 to 50 kw, install a new transmitter, change transmitter location, and install a DA for night-time use, unlimited time.

AM—680 kc

Wolverine State Bcstg. Service Inc., Detroit, Mich.—Designated for consolidated hearing application of Wolverine State Bcstg. Service Inc. for a new station to operate on 680 kc, 250 w, daytime only, with application of Herman Radner, Dearborn, Mich., and amended the order of March 20 designating the Radner application for hearing, to include the above application of Wolverine State Bcstg. Service Inc.

AM—680 kc

Herman Radner, Dearborn, Mich.—Denied petition requesting removal and grant without hearing of his application for a new station to operate on 680 kc, 250 w, daytime only.

AM—850 kc

Peninsula Newspapers Inc., Palo Alto, Calif.—Designated for hearing in a consolidated proceeding application for a new station to operate on 850 kc, 250 w, daytime only, with application of California-Nevada Bcstg. Co., requesting the same facilities at Vallejo, and ordered that the Commission's order of May 2 designating the Calif.-Nevada Bcstg. Co. application for hearing and making KTRB a party to the proceeding, be amended to include the above application of Peninsula Newspapers Inc.

AM—1450 kc

Modesto Bcstg. Co., Modesto, Calif.; Turlock Bcstg. Group, Turlock, Calif.—Designated for consolidated hearing the application of Modesto Bcstg. Co., with application of Turlock Bcstg. Group, both requesting new stations in the cities indicated to operate unlimited time on 1450 kc, with 100 w and 250 w, respectively.

AM—1590 kc

Texas Broadcasters, Houston, Tex.—Granted CP new station 1590 kc, 1 kw, unlimited time, DA night.

AM—1590 kc

Caprock Bcstg. Co., Lubbock, Tex.—Granted CP new station to operate on 1590 kc, 1 kw, DA, unlimited time, on condition that directional antenna system be redesigned so as to afford protection to WAKR to a value comparable to that presently proposed, and further to provide protection to KVGB operating as proposed, and to a station in Houston as proposed by Texas Broadcasters (Docket 6824) to value less than 70% of the existing limitation to these two stations.

AM—1590 kc

KVGB Great Bend, Kans.—Granted CP to change frequency from 1400 to 1590 kc, increase power from 250 w to 1 kw, and install new transmitter, upon condition as to interference it may receive if WAKR's application is granted (application of WAKR continued in

(Continued on page 86)

IN CLOVER . . . with a

Western Electric

CLOVER-LEAF ANTENNA

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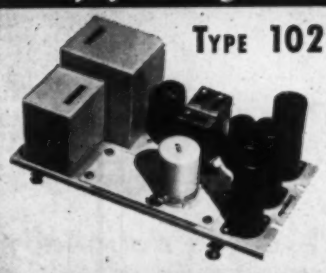

TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

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FCC Actions

(*Continued from page 84*)

hearing on interference issue to KVGB, Comr. Jett voting to grant same).

AM—600 kc

Central Bcstg. Corp., Flint, Mich.—Granted CP new station to operate on 600 kc, 1 kw day, 500 w night, unlimited time, DA.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending May 1, 1949: WDAF, WEAN, WGAN and Aux., WICC, WPRO and Aux., WREC and Aux., WSJS.

BY COMMISSION EN BANC

Edward J. Noble, ABC—Announced grant of consent for transfer of control [BROADCASTING, July 22].

George W. Trendle, John H. King, H. Allen Campbell and Howard C. Pierce—Announced grant of consent for transfer of control of King-Trendle Bcstg. Corp. to ABC [BROADCASTING, July 22].

WINS New York—Announced grant of consent for assignment of control from Hearst Radio Inc. to The Crosley Corp. [BROADCASTING, July 22].

Robert Harold Scott, San Francisco—Denied petition for revocation of licenses of KQW, KPO and KFRC [BROADCASTING, July 22].

Petition

Adopted order denying petition of Columbia Broadcasting System Inc., for leave to intervene and other relief in the Washington FM cases.

Hearing

Adopted order designating for consolidated hearing applications of Pacific Bcstg. Co., Chronicle Publishing Co., Pacific Agricultural Foundation Ltd., National Bcstg. Co., Don Lee Bcstg. System, Scripps-Howard Radio Inc., KJBS Broadcasters (a partnership), Hughes Tool Co., KROW Inc., and Radio Diablo Inc., for FM stations in the San Francisco area. The hearing is scheduled to be heard Aug. 12, 1946, before Commissioner Ray C. Wakefield, in San Francisco, Calif.

JULY 22

BY COMMISSION EN BANC

AM—1240 kc

Studebaker Bcstg. Co., San Diego, Calif.—Granted petition for leave to amend its application for a new station to request the frequency 1240 instead of 1230; and the application as amended to operate on 1240 kc, 250 w, unlimited time, was granted.

Petition

WQXR New York; KPMC Bakersfield, Calif.—Denied petition insofar as it requests consolidation of hearing upon applications of WAML Laurel, Miss., Lake Bcstg. Co. Inc., Gary, Ind., with application of El Paso Bcstg. Co. and the applications of WQXR and KPMC; that insofar as the petition requests postponement of the hearings now scheduled for July 24 on the applications of WAML and Lake Bcstg. Co. Inc., the petition is granted, and the hearing scheduled for July 24 is continued without date until further order of the Commission.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending May 1, 1949: WMC and Aux., WIOD, KTAR (Comr. Wakefield voting for further inquiry).

KBTM Jonesboro, Ark.—Granted renewal of license for the period ending Feb. 1, 1949.

WITH Baltimore, Md.—Same.

KWAL Wallace, Ida.—Granted renewal of license for the period ending Feb. 1, 1948 (Comr. Durr voting for hearing).

KVAL Brownsville, Tex.—Granted renewal of license for the period ending Aug. 1, 1948.

KDYL Salt Lake City, Utah—Granted renewal of license for the period ending Nov. 1, 1948 (Comr. Durr voting for hearing).

JULY 22

ACTIONS ON MOTIONS

BY COMMISSIONER HYDE

Sun River Bcstg. Inc., Great Falls, Mont.—Granted petition for leave to amend its application for CP so as to show a new directional antenna system and revised engineering information, and the amendment was accepted.

Chillicothe Bcstg. Co., Chillicothe, Ohio—Granted petition to dismiss without prejudice its application for CP.

Shawnee Bcstg. Co., Chillicothe, Ohio—Granted petition insofar as it requests leave to amend and remove from hearing docket application for CP; and the amendment to show addition of Frank A. Bieringer as a stockholder, etc., was accepted and application removed from hearing docket.

WCBS Inc., Decatur, Ill.—Granted petition to dismiss without prejudice application for CP.

Northeastern Ind. Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition for leave to amend its application for a new FM station so as to show additional and complete engineering information, and the amendment was accepted.

The News & Observer Pub. Co., Raleigh, N. C.—Granted motion to amend its application for CP so as to show a change in type of frequency and modulation monitor; new transmitter location, a different DA system, and the amendment was accepted.

S. W. McCready, Medford, Ore.—Granted petition to dismiss without prejudice its application for CP.

Medford Printing Co., Medford, Ore.—The Commission on its own motion, removed from the hearing docket application for CP heretofore scheduled for consolidated hearing with above application of S. W. McCready.

Gonzales Bcstg. Co., Gonzales, Tex.—Granted petition requesting leave to amend application for CP so as to show financial condition of petitioner and of Frank Wilson Jr. and Lawrence M. Walshak, the two general partners of said company. The amendment was accepted, the record reopened, and without further hearing the amendment is made a part of the record.

Express Publishing Co., San Antonio, Tex.—Granted petition requesting leave to amend application for CP so as to change paragraph 8 of the application to delete the name of T. D Anderson as a director of the petitioner; the amendment was accepted, the record reopened, and without further hearing the amendment is made a part of the record.

Radio Kentucky Inc., Louisville, Ky.—Granted petition for waiver of Sec. 1.385 and accept petitioner's late appearance in re Docket 7635.

WCAE Inc., Pittsburgh, Pa.—Granted petition requesting leave to amend its application for a new FM station so as to show distance from proposed WCAE FM site to all airports and airways in the Pittsburgh area. The amendment was accepted, the record reopened, and without further hearing the amendment is made a part of the record.

WWRL Woodside, L. I., New York—Granted petition requesting leave to amend its application for CP so as to show a new transmitter site and engineering data based upon said new transmitter site. The amendment was accepted and the record reopened, and without further hearing the amendment fade a part of the record.

Lake Shore Bcstg. Co., Port Arthur, Tex.—Granted petition to waive Sec. 1.384 of the Commission's Rules and accept late appearance in re Docket 7580.

Hughes Tool Co., Los Angeles, Calif.—Granted petition requesting postponement until Aug. 9 of the taking of the further testimony of Howard Hughes which was scheduled to be taken in Los Angeles on July 24, in re application for a new television station.

Lake Shore Bcstg. Co., Port Arthur, Tex.—Withdrew petition for continuance of consolidated hearing scheduled for July 29 in re applications for CP.

High Point Enterprise Inc., High Point, N. C.—Granted petition requesting leave to amend application for CP so as to specify the frequency 1070 instead of 830 kc; show revised engineering data, etc. The amendment was accepted and the application removed from the hearing docket.

Lake Superior Bcstg. Co., Duluth, Minn.—Granted petition requesting continuance of hearing on its application for CP scheduled for July 23, and the hearing was continued to Sept. 23.

W. Albert Lee, Houston, Tex.—Granted petition requesting leave to amend its application for CP so as to submit amended engineering statement showing modified DA pattern and to revise engineering statement, and the amendment was accepted.

WCMI Ashland, Ky.—Ordered con-

(*Continued on page 89*)

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WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDC	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

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50,000 WATTS . . . **WCAU** . . . CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

FCC Actions

(Continued from page 86)

tinuance of the hearing in re application for CP scheduled for July 22, to Aug. 22.

Lee Segall Bcstg. Co., Houston, Tex.—Granted petition to reinstate its application for CP, which was dismissed without prejudice on May 23, 1946, subject to a right of reinstatement at a later date under provisions of the Commission's Public Notice of Jan. 5, 1946, and accept amendment filed with petition. The amendment to specify frequency 1430 instead of 790 kc, was accepted and the application reinstated.

Radio Springfield Inc., Springfield, Ill.—Granted petition for leave to amend application for CP, so as to specify frequency 1490 kc with 250 w instead of 1550 kc with 1 kw, etc. The amendment was accepted and the application as amended, was removed from the hearing docket.

Deep South Bcstg. Corp., New Orleans, La.—Granted petition requesting leave to amend its application for CP so as to specify a new antenna design, new transmitter site, and revised engineering data, and the amendment was accepted, objection to the ruling noted by Counsel for James A. Noe.

JULY 23

BY ADMINISTRATIVE BOARD

WABI Bangor, Maine—Granted modification of CP which authorized increase in power, etc., for extension of completion date to 10-18-46.

WCTA Andalusia, Ala.—Granted modification of CP which authorized a new station, to change type of transmitter to RCA-BTA-250-L and for changes in ground system.

WKNB New Britain, Conn.—Granted modification of CP which authorized a new station, to change type of transmitter to Raytheon, RA-1000, and change transmitter location from Walsh Ave., Newington, Conn., to: Willard Ave., Newington, Conn. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

WWGP Sanford, N. C.—Granted modification of CP which authorized a new station, to change type of transmitter to Gates BC-1E, for approval of antenna and approval of transmitter location on U. S. Highway No. 1, Tramway, N. C.

W2XDK Brooklyn, N. Y.—Granted modification of CP which authorized a new experimental television station, for extension of completion date for 6 months from 7-1-46.

KCHS Hot Springs, N. M.—Granted modification of CP for approval of antenna and approval of transmitter location at 1.33 mi. NE of Junction of U. S. Highway 85 and Main St., Hot Springs, N. M.

WTAR Norfolk, Va.—Granted authority to determine operating power by direct measurement of antenna power.

BY COMMISSIONER HYDE

WQXR New York City—Ordered that the motion of WQXR to continue consolidated hearing scheduled for July 24 on applications of Lake Bcstg. Co. Inc. and New Laurel Radio Station Inc., be dismissed as moot.

JULY 25

BY COMMISSION EN BANC

COMMERCIAL FM GRANTS—Conditional grants issued to KJBS Broadcasters, San Francisco (Class B station); Pacific Agricultural Foundation Ltd., San Francisco (Class B station); National Bcstg. Co. Inc., San Francisco (Class B station); Hughes Tool Co., San Mateo County (Class B station). (See story on page 95).

AM—1240 kc

Thompson Bcstg. Co., Altoona, Pa.—Proposed grant CP new station 1240 kc, 250 w, subject to conditions; simultaneously proposed to deny competing application of Altoona Bcstg. Co.

AM—1230 kc

Chronicle Publishing Co., Marion, Ind.—Proposed grant new station 1230 kc, 250 w.

AM—1450 kc

Copper City Bcstg. Corp., Rome, N. Y.—Adopted making final proposed decision to grant new station 1450 kc, 250 w, and denial of applications of Utica Observer-Dispatch Inc., Midstate Bcstg. Corp., Utica Bcstg. Corp., and Ronald B. Woodyard, all seeking same facilities in Utica, N. Y.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending May 1, 1947: KMBC-FM WBCA WBRL WDRC-FM WELD WGNB WMCT WQXQ.

Renewals for the following stations were granted for the period ending June 1, 1947: KDKA-FM WBZ-FM WDLM WGFM WPEN-FM.

Video—174-180 mc

American Bcstg. Co. Inc., Chicago—Granted CP for a new station; channel 7, 174-180 mc; visual power 30 kw, aural 15 kw; antenna height 613 feet; contingent on CAA approval, and waiver of Sec. 3.652 required. Permittee to install frequency monitor of accuracy of .001% or better when available.

JULY 25

BY COMMISSION EN BANC

AM—1310 kc

Northern Allegheny Bcstg. Co., Warren, Pa.—Granted CP for a new station to operate on 1310 kc, 1 kw, daytime only, contingent on approval of antenna system and transmitter site by CAA, and waiver of Secs. 3.55(b) and 3.60 of the rules required.

AM—1590 kc

Commonwealth Bcstg. Corp., Portsmouth, Va.—Granted CP for a new station to operate 1590 kc, 1 kw, daytime only, subject to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site meeting the requirements of the standards.

AM—730 kc

James B. Littlejohn, Ogden, Utah—Granted CP for a new station to operate on 730 kc, 1 kw, daytime only, subject to the condition that applicant will within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

AM—1510 kc

WAUK Bcstg. Co., Waukesha, Wis.—Granted CP for a new station to operate on 1510 kc, 250 w, daytime, subject to condition that applicant will within 60 days from date of grant file an application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the standards.

AM—1310 kc

Elko Service Co., Elko, Nev.—Granted CP for a new station to operate on 1340 kc, 250 w, unlimited time, subject to the condition that applicant, within 60 days of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting with the requirements of the standards. Waiver of Sec. 3.60 is required.

AM—1490 kc

Southwest Broadcasters Inc., Raton, N. M.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, contingent on selection of transmitter site, subject to CAA approval, and filing modification of permit therefor. Waiver of Secs. 3.55(b) and 3.60 of rules required.

AM—1450 kc

Highlands Broadcasters Inc., Oak Ridge, Tenn.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, subject to condition that applicant will within 60 days from date of grant, file an application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards. Approved modulation and frequency monitor to be installed when available.

AM—1390 kc

KLPM Minot, N. D.—Granted CP to increase power from 1 to 5 kw daytime, and install new transmitter at station KLPM, operating on 1390 kc.(Commissioner Durr voting for hearing).

AM—1130 kc

WCAR Pontiac, Mich.—Granted consent to acquisition of control of Pontiac Bcstg. Co., licensee of station WCAR and permittee of new FM station, by H. Y. Levinson, through sale of 1600 shares, or 30.2% of outstanding capital stock of licensee by George W. Stutz, for a total consideration of $42,400.

JULY 25

BY ADMINISTRATIVE BOARD

KWK-FM St. Louis,—Granted special temporary authority to operate on 95.3 mc, channel 237, using Federal FMTB 3000 transmitter and single section Federal square loop antenna mounted on 20 foot structure on roof of building to give overall height of 250 ft. above ground, at 314 N. Broadway, St. Louis, for a period beginning July 28 and ending Oct. 25. Station to be programmed from 12 noon to 7 p.m. CDST.

WCBW New York—Granted special temporary authority to make aural call letter announcements only during remote broadcasts in the afternoon, for the period July 23 to Oct. 20.

WNOX Knoxville, Tenn.—Granted authority to determine operating power by direct measurement.

WJBK Detroit, Mich.—Granted CP to install new vertical antenna and mount FM antenna on top and change transmitter location from 15551 Woodrow Wilson Ave., Detroit, to Woodrow Wilson Ave., Detroit.

W9XBT Chicago—Granted special temporary authority to operate an RCA television relay transmitter on 6830-6870 mc for the period July 19 to July 28.

W3XO Washington, D. C.—Granted CP to change transmitter site of developmental station from 3923 Windom Pl. to south side of Lee Highway opposite Florida Ave. intersection, Garden City, Va.

KFI-FM Los Angeles—Granted extension of special temporary authority for the period July 26 to Aug. 24, to operate a 250 w GE FM transmitter on 96.5 mc with temporary antenna system, in order to make site tests. Operation shall be limited to that required for site tests, and no regular programs shall be broadcast.

BY COMMISSIONER HYDE

KVOX Moorehead, Minn.; Northern States Bcstg. Co., Fargo, N. D.—The Commission, on its own motion, ordered that the consolidated hearing on these applications be scheduled for Wednesday, Aug. 14 and Thursday, Aug. 15, at Fargo, N. D.

McHenry Tichener, Boulder, Col.; Gifford Phillips, Denver, Col.—The Commission, on its own motion, scheduled the consolidated hearing on these applications for Monday, Aug. 12 at Denver, Col.

BY COMMISSIONER DURR

Templetone Radio Mfg. Corp., Boston—Granted petition for leave to amend its application for FM CP so as to amend the engineering statement filed with the application relative to the estimates of area and population within the predicted 100 uv/m and the 50 uv/m contours, and the amendment was accepted.

BY ADMINISTRATIVE BOARD

WBET Brockton, Mass.—Granted modification of CP which authorized a new

(Continued on page 90)

WE AIN'T HUNTIN' NO RHINOCEROS (Ky.)!

Men, there really is a Rhinoceros in Kentucky, but we aren't gonna try to bag it. We'd have to gather a lot more power and ammo to pierce that tough sales hide! That's why we don't draw down on Rhinoceros, or any other such tiny towns. We just keep our aim on the Louisville Trading Area — where there's more big stuff running around than you'll find in all the rest of this State, *combined!* WAVE can't promise you Rhinoceros for dinner, but we *can* bring home the bacon! Care for a slice?

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FCC Actions

(Continued from page 89)

station, for approval of antenna and approval of transmitter and studio locations at SE corner of Torrey and West Sts. bounded on South by Belmont Road, Brockton, Mass. and 60 Main St. Brockton, respectively.

WDLB Marshfield, Wis.—Granted modification of CP which authorized a new station, to extend commencement and completion dates to 8-13-46 and 2-13-47, respectively. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

WINR Binghamton, N. Y.—Granted modification of CP which authorized a new station, for changes in transmitter equipment, vertical antenna and ground system and change in transmitter and studio locations to corner Margaret St. and Stokes Ave., Binghamton, and 58 Exchange St., respectively, and extend commencement and completion dates to 60 days and 180 days after grant, respectively.

Applications . . .

JULY 19

FM—Unassigned

Colonial Bcstg. Co., Providence—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage of 7,840 sq. mi.—AMENDED: to change coverage from 7,840 to 10,630 sq. mi., population from 2,359,000 to 2,517,500 and make changes in antenna system.

FM—98 mc

North Jersey Radio Inc., Newark, N. J.—CP new metropolitan FM station on plus or minus 98 mc and coverage of 8,150 sq mi—AMENDED to change directors and stockholders.

FM—Unassigned

Board of Missions and Church Extension of the Methodist Church Inc., New York, N. Y.—CP new FM station on frequency to be determined by chief engineer of FCC and coverage to be determined—AMENDED: to change name from Board of Missions and Church Extension of the Methodist Church to Radio Corporation of the Board of Missions and Church Extension of the Methodist Church Inc.

FM—95.7 mc

WMCA Inc., New York—CP new metropolitan FM station to be operated on 48.3 mc and coverage of 8,550 sq. mi.—AMENDED: to change frequency from 48.3 mc to channel 239, 95.7 mc or as assigned by FCC, coverage from 8,550 to 10,420 sq. mi., population from 10,817,455 to 12,369,166, type of transmitter and make changes in antenna system.

AM—800 kc

Greater Huntington Radio Corp., Huntington, W. Va.—CP new standard station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1450 to 800 kc, power from 250 w to 1 kw, hours of operation from unlimited to daytime and change type of transmitter.

AM—1390 kc

Arlington-Fairfax Bcstg. Co. Inc., Arlington (County), Va.—CP new station 1390 kc, 1 kw and daytime hours.

AM—660 kc

Grosse Pointe Bcstg. Corp., Grosse Pointe, Mich.—CP new station 660 kc, 250 w and daytime hours.

AM—1530 kc

WJMJ Philadelphia—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location.

FM—104.5 or 105.5 mc

Thomas C. Holston, Lebanon, Pa.—CP new FM station to be operated on channel 283, 104.5 mc, or channel 288, 105.5 mc and coverage of approx. 900 sq. mi.

AM—850 kc

Johnston Bcstg. Co., Birmingham, Ala.—CP new station on 850 kc, 1 kw night and 5 kw day, directional antenna night and unlimited hours.

AM—1340 kc

WCTA Andalusia, Ala.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter and for changes in ground system.

AM—1120 kc

Marti Inc., Cleburne, Tex.—CP new station 1120 kc, 250 w and daytime hours.

AM—1490 kc

KNEL Brady, Tex.—Modification of license to increase power from 100 w night and 250 w day to 250 w day and night.

AM—710 kc

KGNC Amarillo, Tex.—Modification of CP which authorized change in frequency, increase in power, change type of transmitter, install directional antenna for day and night use and change transmitter location, for change in directional antenna for day and night use and change transmitter location and extension of commencement and completion dates.

AM—1270 kc

WTAL Tallahassee, Fla.—CP to change frequency from 1340 to 1270 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter location. (Contingent on grant of WPDQ.)

AM—1450 kc

WRHP Tallahassee, Fla.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, approval of antenna, transmitter and studio locations.

AM—550 kc

Sampson Bcstg. Co., Clinton, N. C.—CP new station 1010 kc, 1 kw and daytime hours—AMENDED: to change frequency from 1010 to 550 kc.

AM—1280 kc

James Edwin Latimer & William Albert Pritchett, Lake City, S. C.—CP new station 1280 kc 250 w and unlimited hours.

AM—1310 kc

WMBH Joplin, Mo.—CP to change frequency from 1450 to 1310 kc, increase power from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location.

AM—730 kc

Waterloo Bcstg. Co., Waterloo, Iowa—CP new station 730 kc, 500 w and daytime hours of operation.

FM—Unassigned

Mid-State Bcstg. Co., Peoria, Ill.—CP for a new FM (metropolitan) station to be operated on frequency to be assigned by FCC Chief Engineer and coverage to be determined—AMENDED to change stockholders.

FM—98 mc

WDWS-FM Champaign, Ill.—Modification of CP which authorized a new community FM broadcast station to change class of station, specify frequency of plus or minus 98.0 mc, coverage of 13,740 sq. mi., population 584,521, transmitter site, type of transmitter and specify antenna system.

AM—1340 kc

Pacific States Radio Co., Corvallis, Ore.—CP new station 1340 kc, 250 w and unlimited hours.

FM—100.1 mc

KMGM Los Angeles—CP to specify frequency as channel 261, 100.1 mc, change type of transmitter and antenna system.—AMENDED: to specify population of 3,072,566, change coverage from 7,000 to 6,241 sq. mi., type of transmitter and make changes in antenna system.

Application Dismissed:

FM—104.1 mc

Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Brockton, Mass.—CP for a new FM (community) station to be operated on channel 281, 104.1 mc, and coverage of 3,220 sq. mi. (Request of Attorney.)

Applications Tendered for Filing:

AM—1400 kc

Arecibo Bcstg. Co. Inc., Arecibo, Puerto Rico—CP for a new station 1400 kc, 250 w and unlimited hours.

AM—1240 kc

Mahoning Valley Bcstg., Youngstown, Ohio—CP new station 1240 kc, 250 w and unlimited hours.

AM—1230 kc

Scotland Bcstg. Co., Laurinburg, N. C.—CP new station 1230 kc, 250 w and unlimited hours.

AM—1400 kc

Alonzo Stanford Dudley, Lake Charles, La.—CP new station 1400 kc, 250 w and unlimited hours.

AM—1540 kc

Western Waves Inc., Seattle, Wash.—CP new station 1540 kc, 50 kw, directional antenna and unlimited hours.

AM—1510 kc

The Daily Report, Ontario, Calif.—CP new station 1510 kc, 250 w and daytime hours.

JULY 19

AM—1240 kc

WSNJ Northeast of Bridgeton, N. J.—CP to install new vertical antenna with FM antenna mounted on top and move transmitter.

AM—1450 kc

WTBO Cumberland, Md.—License to cover CP which authorized installation of new antenna and ground system; authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WMOA Marietta, Ohio—Modification of CP which authorized a new station to extend completion date.

AM—1490 kc

KDRS Paragould, Ark.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter and studio locations.

AM—1400 kc

Runnels County Bcstg. Co., Ballinger, Tex.—CP new station 1400 kc, 250 w and unlimited hours.

AM—1400 kc

WLCS Baton Rouge, La.—Modification of CP which authorized a new standard broadcast station to change type of transmitter, changes in antenna approval of studio location and extension of commencement and completion dates.

AM—710 kc

Winston-Salem Bcstg. Co., Winston-Salem, N. C.—CP new station 710 kc, 1 kw and daytime hours.

AM—1340 kc

WAMI Laurel, Miss.—Authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WMLT Dublin, Ga.—Voluntary assignment of license to Dublin Bcstg. Co.

(Continued on page 92)

SURE THING!

We can deliver
Radio's Famed
"GOSPEL SINGER"
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New U. S. Census shows San Diego population up 78% over 1940—465,720 people within 15 miles of our antenna . . . sell them from within with KFMB.

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BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Representatives: THE BRANHAM CO.

FCC Actions

(Continued from page 90)

AM—1400 kc

Radio Austin Inc., Austin, Minn.—CP new station 1400 kc, 100 w and unlimited hours.

Developmental

W9XZC Riverside, Ill.—Modification of CP which authorized a new developmental broadcast station for change in power from 1 kw to 550 w.

FM—Unassigned

The Journal Co., Wausau, Wis.—CP new FM (rural) station to be operated on frequency to be determined and coverage of 17,250 sq. mi.—AMENDED to change antenna system.

AM—1450 kc

KBUN Bemidji, Minn.—Modification of CP which authorized a new station for approval of antenna transmitter and studio locations.

AM—1400 kc

KARV Mesa, Ariz.—Modification of CP which authorized a new standard broadcast station for approval of antenna and transmitter location and change studio location.

AM—1340 kc

KGEM Boise, Ida.—Modification of CP which authorized a new standard broadcast station to change type of transmitter, approval of antenna system and transmitter and studio locations.

AM—1490 kc

Morris Luskin, Burbank, Calif.—CP new standard station to be operated on 1490 kc, 250 w and unlimited hours.

AM—1230 kc

KOOS Coos Bay, Ore.—CP to install a new transmitter.

Application Returned:

AM—Unassigned

Paul W. Delehanty, Chester, Pa.—CP new standard station to be operated on frequency not specified, power of 250 w and daytime hours of operation. (Incomplete.)

Applications Tendered for Filing:

AM—1290 kc

WTOC Savannah, Ga.—CP to make changes in directional antenna to permit change-over time to be made fifteen minutes earlier or later when the regular change-over time falls within a continuous program.

AM—1050 kc

Piedmont Service Corp., Alexander City, Ala.—CP new station 1050 kc. 1 kw and daytime hours.

AM—1030 kc

KPHO Phoenix, Ariz.—CP to change frequency from 1230 to 1030 kc, power from 250 w to 10 kw, install directional antenna night, new transmitter and change transmitter location.

JULY 23

AM—970 kc

KHBC Hilo, T. H.—CP to change frequency from 1230 to 970 kc, increase power from 250 w to 1 kw, install new transmitter and change transmitter and studio location.

AM—1070 kc

WKVM Arecibo, Puerto Rico—CP to change frequency from 1230 to 1070 kc, increase power from 250 w to 10 kw, install new transmitter, directional antenna for day and night use and change transmitter location.

AM—550 kc

WGR Buffalo, N. Y.—License to operate auxiliary transmitter of station on a regular basis; license to operate main transmitter of station on regular basis.

AM—1600 kc

WWRL Woodside (L.I.), N. Y.—CP to increase from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location from Woodside, L. I., N. Y., to Carlstadt, N. J.—AMENDED: to change transmitter location from Carlstadt, N. J. to Secaucus, N. J.

AM—1180 kc

WHAM Rochester, N. Y.—CP to install a new transmitter and change transmitter location from Rochester to Child, N. Y.

FM—96.1 mc

WGYN New York, N. Y.—CP to specify frequency of channel 241, 96.1 mc, change coverage from 4,490 to 9,000 sq. mi. population from 10,546,481 to 12,305,000 and make changes in antenna system.

AM—1400 kc

WNOC Norwich, Conn.—Modification of CP which authorized a new standard broadcast station to change type of transmitter, approval of antenna and transmitter location.

Relay

The Wesern Connecticut Bcstg. Co., Area of Stamford, Conn.—CP new relay station to be operated on 1648, 2090, 2190, 2830 kc, A3 emission and power of 25 w.

Relay

The Western Connecticut Bcstg. Co., Area of Stamford, Conn.—CP new relay station to be operated on 1606, 2074, 2102, 2790 kc, A3 emission and power of 25 w.

Experimental

W3XO Washington, D. C.—CP to change transmitter location from Washington, D. C. to Garden City, Va.

AM—1320 kc

WKIX Columbia S. C.—CP to change frequency from 1490 to 1320 kc, increase power from 250 w to 1 kw install new transmitter and directional antenna for night use.

AM—1400 kc

WPAY Portsmouth, Ohio—License to cover CP which authorized installation of new transmitter.

AM—1490 kc

Shawnee Bcstg. Co., Chillicothe, Ohio—CP new station 1490 kc 250 w and unlimited hours—AMENDED: re change in stockholders.

AM—1240 kc

Standard Tobacco Co. Inc., Maysville, Ky.—CP new station 1240 kc 250 w and unlimited hours.

AM—1400 kc

WCTT Corbin, Ky.—Modification of CP, which authorized a new station change type of transmitter, approval of antenna and transmitter location and change studio location.

FM—93.3 mc

Blue Ridge Bcstg. Corp., Roanoke, Va.—CP new FM (metropolitan) station to be operated on channel 227, 93.3 mc and coverage of 19,694 sq mi—AMENDED: to change name from Blue Ridge Bcstg. Corp. to Radio Roanoke Inc.

AM—1280 kc

WBBZ Ponca City, Okla.—CP to change frequency from 1230 to 1280 kc increase power from 250 w to 5 kw install new transmitter and change transmitter from Ponca City to Maryland, Okla.

AM—1490 kc

WLAU Laurel, Miss.—License to cover CP which authorized a new standard station; authority to determine operating power by direct measurement of antenna power.

AM—1270 kc

WTMC Ocala, Fla.—CP to change frequency from 1490 to 1270 kc increase power from 250 w to 1 kw install new transmitter, directional antenna for night use and change transmitter location.

AM—560 kc

WQAM Miami, Fla.—CP to install a new antenna and mount FM tower on top.

AM—1440

WSFA Montgomery, Ala.—Modification of CP which authorized increase in power and installation of directional antenna night for increase in power from 1 kw to 5 kw installation of new transmitter, change in type of directional antenna for night use, change transmitter location and extension of commencement and completion dates.

AM—1460 kc

WLAY Muscle Shoals City, Ala—CP to install new vertical antenna, and change transmitter and studio locations from Muscle Shoals City, to Sheffield, Ala.—AMENDED: to change frequency from 1450 to 1460 kc increase power from 250 w to 1 kw install new transmitter, directional antenna for night use, change transmitter location and omit request for move of studio.

AM—590 kc

WOPI Bristol, Tenn.—CP to change frequency from 1490 to 590 kc increase power from 250 w to 500 w night and 1 kw day, install new transmitter and directional antenna for night use.

AM—1400 kc

WDAR Savannah, Ga.—Modification of CP which authorized a new standard broadcast station to change type of transmitter, approval of antenna and approval of transmitter location.

AM—1030

Burlington-Graham Bcstg. Co., Burlington, N. C.—CP new station 1030 kc 1 kw and daytime hours of operation—AMENDED: to change in directors, officers and stockholders.

AM—1410 kc

WEGO Concord, N. C.—CP to install new transmitter—AMENDED: re change in type of transmitter.

AM—850 kc

The News and Observer Publishing Co., Raleigh, N. C.—CP new station 850 kc 5 kw directional antenna night and unlimited hours of operation—AMENDED: re changes in transmitting equipment, directional antenna for night use and change transmitter location.

AM—1070 kc

The High Point Enterprise Inc., High Point, N. C.—CP new station 830 kc 1 kw and daytime hours of operation—AMENDED: to change frequency from 830 to 1070 kc and to change transmitter location.

AM—1540 kc

James W. Bradner, Jr. Galveston, Tex.—CP new station 1540 kc 1 kw and daytime hours.

AM—1490 kc

KSAM Huntsville, Tex.—Voluntary Assignment of licensee to J. G. Long.

AM—610 kc

W. Albert Lee, Houston, Tex.—CP new station 610 kc 5 kw directional antenna night and unlimited hours of operation—AMENDED: re changes in directional antenna pattern.

AM—790 kc

Lee Segall Bcstg. Co., Houston, Tex.—CP new station 790 kc 1 kw and daytime hours—AMENDED: to change frequency from 790 to 1430 kc.

FM—92.1 mc

City of Dallas, Tex., Dallas, Tex.—CP new FM station to be operated on frequency as selected by FCC in band within channel 221, 92.1 mc—channel 280, 103.9 mc and coverage of 17,090 sq mi.

AM—1030 kc

Saint Louis County Bcstg. Co., Clayton, Mo.—CP new station 1030 kc 1 kw and daytime hours—AMENDED: re chanegs in stockholders.

AM—1450 kc

WDLB Marshfield, Wis.—Modification of CP which authorized a new standard broadcast station to extend commencement and completion dates.

AM—1400 kc

WSAU Wausau, Wis.—Construction permit to install a new transmitter.

AM—1450 kc

WCBS Springfield, Ill.—License to cover CP which authorized installation of new transmitter.

AM—1490 kc

Radio Springfield Inc., Springfield, Ill.—CP new station to be operated on 1550 kc 1 kw directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1550 to 1490 kc power from 1 kw to 250 w, change type of transmitter, install vertical antenna and change transmitter location.

AM—1430 kc

Metropolitan Bcstg. Corp., Belleville, Ill.—CP new station 1430 kc 1 kw directional antenna and unlimited hours.

AM—1450 kc

WSRV North of Ontario, Ore.—Modification of CP which authorized a new station to extend completion date.

AM—970 kc

Sun River Broadcasters Inc., Great Falls, Mont.—CP new station 970 kc 5 kw directional antenna night and unlimited hours of operation—AMENDED: re changes in directional antenna for night use.

AM—1230 kc

KVOC Casper, Wyo.—Modification of CP which authorized a new station for change in transmitter location and extension of commencement and completion dates—AMENDED: re changes in type of transmitter.

AM—1380 kc

KRKO Everett, Wash.—CP to change frequency from 1400 to 1380 kc increase power from 250 w to 1 kw install new transmitter and directional antenna for night use.

AM—770 kc

KFEL Denver, Colo.—CP to change frequency from 950 to 770 kc increase power from 5 to 50 kw install new transmitter, changes in directional antenna for day and night use and change transmitter location.

AM—1380 kc

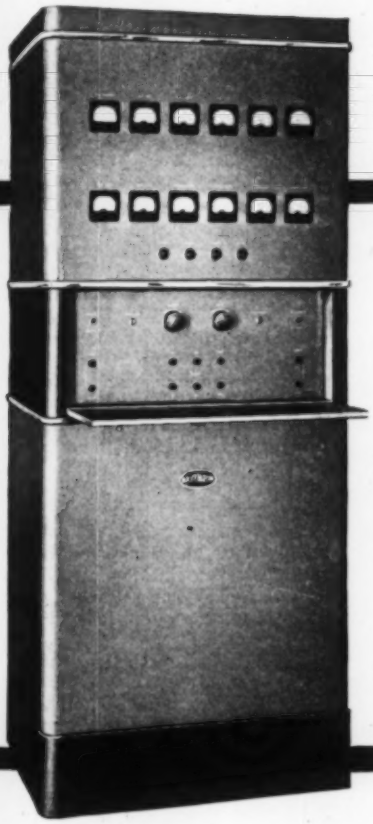
KIDO Boise, Idaho—CP to increase power from 1 kw night, 2½ kw day to 5 kw day and night install new transmitter, directional antenna for day and

(Continued on page 96)

"That Green Hornet on WFDF Flint is going to wreck that kid's nerves!"

More and More 250 Watt Stations

are being powered by Raytheon



Here's the AM Transmitter that small-station owners are turning to...for its dependable, simpler circuits...its advanced design ...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. **Increased Operating Efficiency**—The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. **Greater Dependability**—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. **Simple, Speedy and Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. **No Buffer Stage Tuning**—The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. **Silent Operation**—Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. **Low Audio Distortion**—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. **Easy Servicing**—Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. **Easily Meets All F.C.C. Requirements**—All electrical characteristics are well within the F.C.C. requirements. Noise level is −60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty . . . beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance . . . its silent operation . . . and the high fidelity signal it puts on the air.

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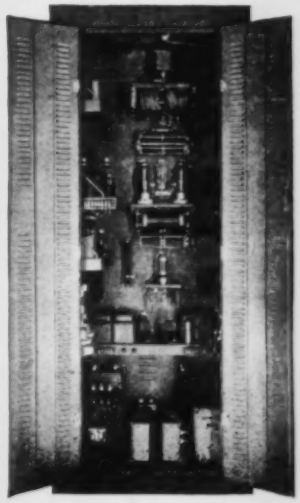
Before you select a 250 Watt transmitter, be sure you possess *all* the facts. Write or wire for our specification bulletin.



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TWENTY YEARS OF FAITHFUL SERVICE TO AMERICAN AGRICULTURE MAKES WIBW THE MOST-LISTENED-TO-STATION IN KANSAS AND ADJOINING STATES.
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Tobey

(*Continued from page 15*)

50 kw, rather than limiting them to 20 kw effective radiated power. Rep. Lemke said he had urged Chairman Clarence F. Lea (D-Calif.) of the Interstate & Foreign Commerce Committee to take action this session, but because of limited time, the bill will die in committee.

"I plan to reintroduce it early next session and press for hearings," said Representative Lemke. "We will give all interested persons an opportunity to testify and find out on what basis the FCC moved FM out of the 50-mc band."

Senator Tobey expressed confidence that his proposed investigation, which he declared would be a "thorough one," would get under way by fall. In event it fails in this session, Senator Tobey said he would reintroduce his resolution immediately after the new Congress convenes.

Should the Republicans take the Senate in the November elections, Senator Tobey is in line for chairmanship of the Interstate Commerce Committee [BROADCASTING, July 22] and would head the probe himself. Although Republican leaders have not built strong hopes on capturing control of the Senate, there is a mathematical chance, however slim, that the present minority party could win both Houses.

In event the Tobey investigation hits a snag—and opposition from the Administration was deemed a certainty—Republicans, confident of a victory in the House, plan an investigation shortly after the new Congress convenes. Rep. Richard B. Wigglesworth (R-Mass.), outspoken critic of the FCC and former member of the House Select Committee to Investigate the Commission, probably would head the House probers.

Tobey 'Interested'

Senator Tobey said he had given the FCC "serious study" for many months and was "very much interested" in the House investigation of 1943-44. He took a personal interest in the FCC allocations hearings and decisions, particularly with reference to FM. It is known that Senator Tobey, during the FCC hearings on the allocation of FM, consulted several experts in FM, among them Prof. Edwin H. Armstrong, FM inventor and professor of Electrical Engineering at Columbia U.

Senator Tobey isn't satisfied with the Commission's explanation of reasons for moving FM upward, he indicated, and wants to get the expert opinion of all. He wants to know why the FCC ignored recommendations of proponents of low-band FM.

Senator Tobey said he had information that the allocation of FM in the 100 mc band and restriction of power placed by the FCC will "deprive the rural population" of radio service. He said he wants to know what effect shifting FM to the 100-mc band has on the "extent of control generally of radio broadcasting by the FCC."

When the Blue Book was issued last March 7, Senator Tobey studied it diligently and concluded that the Commission had far overstepped its authority as laid down by Congress in the Communications Act, he intimated.

One of the most important phases of his proposed investigation is the first, he said. That has to do with the exercise of control by the Commission "over operating and program policies of stations, in conflict with the Communications Act," he explained.

Assumption of Power

"The Blue Book made it imperative that we investigate the Commission's assumption of power over programs," he said. The effect of such control, he pointed out, could easily lead to one-sided presentation of controversial issues, particularly by the Administration in power.

On the third point Senator Tobey said he wants to know why the Commission has issued construction permits to "favored political friends of the Administration" while denying facilities to others. He wants to know, too, how the Commission arrives at the equitable distribution of limited AM facilities through granting as many as five stations for one small community, while a large segment of the country is without either day or nighttime service, he said.

The multiple grants at Pocatello, Idaho, and Tucson, Ariz., [BROADCASTING, July 15] should be "carefully investigated" to determine the "reasoning" behind them, according to Senator Tobey.

Senator Tobey said the sixth part of his resolution was "all-inclusive." It calls for the investigation of "the administration generally by the FCC of those provisions of the Communications Act of 1934, as amended, which relate in any manner to radio communication." That would include the administration of the Act relating to common carriers as well as broadcasting, although Senator Tobey said the basis of scores of complaints reaching him had been the manner in which the Commission seeks to exercise control over programs and station operations in the broadcast field.

The resolution would authorize the Interstate Commerce Committee or a subcommittee to conduct the investigation "during the sessions, recesses, and adjourned periods of the 79th and succeeding

Text of the Tobey Resolution

TEXT of the resolution (S-Res. 307) introduced last Wednesday by Sen. Charles W. Tobey (R-N. H.) calling for a sweeping investigation of the FCC follows:

RESOLVED, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete investigation with respect to

(1) The exercise of control by the Federal Communications Commission over radio broadcasting programs and the extent to which said Commission claims to have the right, and exercises the right, to censor or control the operating and program policies of radio broadcasting stations, and the extent to which such censorship or control has restricted or may restrict freedom of speech in radio broadcasting as guaranteed by the Constitution of the United States;

(2) The effect upon the public interest of such censorship and control or attempted censorship or control;

(3) The manner in which the Commission has administered the matter of allocation of frequencies to broadcasting stations;

(4) The effect which the Commission's order transferring frequency modulation from its former position in the radio spectrum would have on the rural population of our States and whether there is not involved discrimination against the farmers of America in the matter of facilities for radio reception;

(5) The matter of allocation of frequencies to that type of broadcasting known as frequency modulation, and the effect of the recent reallocation of frequencies to such type of broadcasting stations, and the reasons therefor, together with the matter of the effect of such reallocation on the public and the radio and broadcasting industries and also effect thereof on the measure or extent of control generally of radio broadcasting by said Federal Communications Commission; and

(6) The administration generally by the Federal Communications Commission of those provisions of the Communications Act of 1934, as amended, which relate in any manner to radio communication.

The committee shall report to the Senate, at the earliest practicable date, the results of its investigation, together with its recommendations, if any, for necessary legislation.

For the purposes of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places during the sessions, recesses, and adjourned periods of the 79th and succeeding Congresses, to employ such clerical and other assistants, to require by subpena or otherwise the attendance of such witnesses and the production of such records, transcripts, correspondence, books, papers, rules and regulations, orders, and documents, to administer such oaths, to take such testimony, and to make such expenditures, as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of ..... cents per hundred words. The expenses of the committee, which shall not exceed $....., shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman.

TO COVER Idaho's HIGHEST PER CAPITA Market...
We KID
5000 WATTS
IDAHO'S MOST POWERFUL STATION
IDAHO FALLS
JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives

Congress." While this clause is contained in most resolutions authorizing investigations by the Senate, it would provide for hearings this year, even after Congress adjourns *sine die*.

Senator Tobey took an active part in examination of witnesses—particularly those appearing for the FCC—during hearings in November-December 1943 on the White-Wheeler Bill (S-814) to amend the Communications Act. He was especially inquisitive about the Commission's interpretation of Section 326, which prohibits censorship over programs, and of a reported program stipulation filed by Edward J. Noble, chairman of the board, American Broadcasting Co. (then Blue Network Co.) when NBC sold the old Blue network to Mr. Noble.

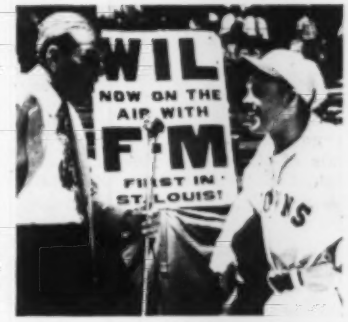
Sought NAB Opinion

He questioned Neville Miller, former NAB president, on the Commission's actions, particularly with reference to the Communications Act, and whether the FCC, in Mr. Miller's opinion, went beyond the scope of the law. When former Comr. T. A. M. Craven testified, Senator Tobey displayed keen interest in FCC policies and organization of the Commission. The Senator indicated through questioning, that he might favor rotation of the FCC chairmanship every year.

Frequently he alluded to the House Committee investigation of the FCC and asked questions bearing on evidence presented before the House group.

In 1940 Senator Tobey opposed the late Thad H. Brown, former FCC Commissioner, who was nominated for reappointment by the late President Roosevelt. During hearings in June 1940 before the Interstate Commerce Committee, Senator Tobey led an onslaught against Mr. Brown, investigating deeply FCC, RCA, NBC and CBS. Commissioner Brown's nomination ultimately was shelved.

DIRECT, high speed radiotelegraph service between New York and Rome, Italy, by Mackay Radio and Telegraph Co., has been announced. Opening of New York-Rome link augments existing circuits to Italy now in operation.



FIRST FM in St. Louis, WIL-FM has been broadcasting major league ball games from Sportsmans Park since June 20. Here Sports Announcer Dizzy Dean interviews Vern Stephens, shortstop of the St. Louis Browns for both the AM and FM coverage of WIL. WIL-FM is using an REL 518A-DL 1 kw FM transmitter with an REL Model 642 three element turnstile antenna.

New Carolina Firm Headed by Larmer

Piedmont Agency to Specialize In Industry's Story

COINCIDENT with AFL and CIO organizing drives in the rapidly-progressing industrial Southeast, is the formation at Salisbury, N. C., of the Piedmont Advertising Agency, which will specialize in telling industry's story to the people.

Mr. Larmer

President and treasurer of the new firm is John J. Larmer, former executive director of the Evansville, Ind., Co-operative League, a community project which featured radio discussion programs promoting industrial peace. Thomas P. Zum Brunnen of Salisbury, head of an accounting firm, is secretary of the new agency.

Anticipating the possibility of work stoppages in the textile, lumber, tobacco and furniture industries of the Southeast, Mr. Larmer said, "An informed and alert public opinion is the best defense for keeping these union drives on an orderly, constructive basis." The new agency will also offer complete national advertising and public relations service. It is capitalized at $100,000.

Mr. Larmer's experience includes: copy chief of Hughes, Wolff and Co., Rochester, N. Y.; service director of Ed Wolff & Associates, another Rochester agency; copy director of Swink Adv. Agency, Marion, Ohio; supervisor of information, Standard Register Co., and consulting director of A. Robert Snyder Co., both in Dayton, Ohio.

Grant FM Outlets For San Francisco

11 Stations Now Authorized In San Francisco-Oakland

FIVE conditional grants for Class B FM stations were awarded by the FCC last week to applicants for the San Francisco-Oakland metropolitan area—three of whom are licensees of existing standard stations.

Commision action granted conditional CPs to KJBS Broadcasters (KJBS), Pacific Agriculture Foundation Inc. (KQW), NBC (KPO), Chronicle Publishing Co., and Hughes Tool Co. The grants are subject to engineering approval.

Chronicle Publishing Co., publisher of the *San Francisco Chronicle*, has a construction permit for a San Francisco television station [BROADCASTING, July 22]. Hughes Tool Co., applicant for video stations in both San Francisco and Los Angeles, will locate its station in San Mateo County. Other grantees specified San Francisco as site of studio location.

Thursday's action by FCC leaves four applicants—for four channels—yet to be determined for San Francisco by the Commission. FCC previously granted six stations conditionally. Eighteen channels had originally been allocated to that area but under FCC's reservation plan [BROADCASTING, July 22], three channels in the San Francisco area will be reserved for one year. Four remaining applicants—Don Lee Broadcasting System, Pacific Broadcasting Co., KROW Inc. and Radio Diablo—have been continued in consolidated hearing indefinitely, FCC revealed.

Principal stockholders in KJBS are: Hope D. Pettey, 25%; William B. Dolph, 15%; Alice H. Lewis, 5%; Helen S. Mark, 5%; Elizabeth N. Bingham, 20%; D. Worth Clark, 10%; E. P. Franklin, 10%, and Glenna G. Dolph, 10%. Mrs. Mark is former owner of WOL Washington, and D. Worth Clark is the former Democratic Senator from Idaho, now practicing law. E. P. Franklin is general manager of KJBS.

KQW is owned by Sherwood B., Mott Q., and Ralph R. Brunton and C. L. McCarthy. Oral argument on FCC's proposed denial of sale of station for $950,000 to CBS will be heard by the Commission tomorrow (July 30).

Hughes Tool Co., is principally owned by Howard Hughes, aviator and movie producer.

Firm Organized

INTERNATIONAL MEDIA Corp., embracing Broadcasting Program Service and IMC Radio Productions, has formed with offices at 45 W. 45th St., New York, to handle international advertising and public relations. Herbert Rosen, former BPS head, is president; Frank G. Berglas, v.p.-treas.

Hon. A. H. Lund
Campbell-Mithun, Inc.
Chicago, Ill.

Dear Art:

Just call me "Joe College" now. A few days ago our local Morris Harvey College was lucky enough to have the president of the University of Arkansas deliver a lecture to the students of the college's summer session. Well sir, the college didn't have a hall large enough to hold everyone, so just like everybody else in Southern West Virginia, they turned to WCHS and our large auditorium which seats over 2000 people. We were glad to let the college use our auditorium and besides it gave me some new angles on collegiate clothes. Gosh, do I look handsome now!

Yrs.
Algy

WCHS
Charleston, W. Va.

SOON!
50,000
WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representatives: FREE & PETERS, Inc.

IN TOUCH WITH TOMORROW
. . . . IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

WINSURANCE

Westland Life's been using KSFO for 3 years . . . considers us tops in developing business. KSFO offers you the same sort of "winsurance."

UNIVERSAL'S KEY STATION FOR NORTHERN CALIFORNIA

K S F O

SAN FRANCISCO

Represented by

UNIVERSAL RADIO SALES

New York - Chicago - Los Angeles

The Largest

TRANSCRIPTION LIBRARY

OF

AMERICAN FOLK MUSIC

M. M. COLE CO.

823 S. WABASH AVE.

CHICAGO 5, ILL.

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

CKNW

has more listeners than any other 250 Watt Station in Canada

CKNW

NEW WESTMINSTER, B.C.

Proposed Standards Revisions To Be Circulated to Industry

A NEW DRAFT of proposed changes in AM engineering standards [BROADCASTING, July 8, 22] will be circulated to industry and FCC engineers early this week.

Worked out in an informal FCC-industry engineering conference July 15-17 after a proposed draft was submitted in the clear channel proceedings, the suggested changes will be aired before the Commission *en banc* on Aug. 5, when the future form of AM standards will be decided.

The new draft incorporating revisions agreed upon in the engineering conference was being prepared late last week and was slated to be ready for distribution yesterday or today (Monday). Minority reports taking issue with the proposals may be submitted by either industry or FCC engineers.

H. Underwood Graham, FCC engineer who presented the original draft of revisions to the Commission during the clear channel hearings, said major changes retained in the second draft are as follows:

1. Calculation of Resulting Interference.—The proposed new method of calculating RSS interference ordinarily involves the neglect of small signals which are less than 50% of the RSS of the higher signals. (Present standards neglect signals of less than 70% of the maximum signals in calculating RSS interference.)

A special case is made of determining RSS on local channels where there is a comparatively large number of interfering signals of the same order of magnitude. In this case the drop-out for convenience would be based on 50% of the maximum signal, rather than 50% of the RSS. In "many cases" neglect of signals less than 50% of the RSS is expected to prove less stringent than the present plans.

Service Computation

2. Calculation of Urban Populations Served.—Using the basic work of Committee I appointed for the clear channel proceedings, a table was evolved to show the percentage of a city to be counted as served by a signal, taking the city's size and the field intensity of the signal into consideration.

Under the present standards, a city of 10,000 population, for example, is counted in toto as served by a signal if the field intensity is over 2 millivolts, but is discarded in toto if the field intensity is less than 2 millivolts. By providing for graduated calculations, the new method eliminates "big jumps" resulting from small changes in field intensities.

3. Adjacent Channel Ratios.—The present 2-to-1 ratio for groundwave service receiving interference from a groundwave signal would be changed to 1-to-2. A change from 40 kc to 30 kc minimum separation for stations in the same area would be provided.

The adjustment in ratios would permit "somewhat closer spacing" of stations on adjacent channels and possibly would provide for more stations, although it was not expected that any considerable number of new assignments would result. However, it was pointed out, "occasionally it would be easier to get new stations into areas where it would be difficult to locate them under present standards."

4. Permissible Interference to Skywave Service.—Because revised 50% skywave curves show marked latitude effects, the present standard of 0.5 millivolt as the protected skywave contour means a considerably larger radius of service for stations in the South as compared with those in the North. To maintain the status quo regarding area as much as possible, approximately the distance to the 0.5 millivolt skywave contour as computed under present standards for a 50-kw station (700 miles) would be retained as the radius to be protected. The field intensity of the desired station at the 700-mile point, varying with latitude at that radius, would be used to determine the permissible interfering signal at that contour.

5. Variation of Noise Levels.—Under present standards, normally-protected contours are fixed for day and night, by classes of stations. The first draft of proposed revisions would have made determination of the normally protected contour of each station dependent upon the atmospheric noise levels involved at that location.

In the engineering conference, however, it was agreed to confine atmospheric noise considerations to the following: In case a station is to be protected beyond its normally protected contour in areas where no other groundwave service is available, the lowest value of contour which might be protected would be the 50% atmospheric noise-free signal contour, unless this were less than 0.1 millivolt.

6. Latitude Effects on Skywave Interference and Service.—Effects of latitude upon transmission and reception, not taken into consideration in existing standards, were adjudged "valid and important," and it was generally agreed that the revised plan should provide for consideration of this factor.

Revised Plan

The revised plan, if adopted, would govern future allocations and would serve as the basis for U. S. recommendations to the signatories of NARBA regarding engineering changes to be made when the new agreement is drawn up in 1947. It is based on the present domestic set-up of channel assignments, station classifications and power limitations and, therefore, might need further revision if changes are made as a result of the clear channel proceedings.

Parties wishing to take part in the Aug. 5 hearing have been asked to submit written comments on the revision plan as soon as possible to the FCC engineering department, supplementing their comments by "specific proposals." Comments of ABC, WHCU Ithaca, and John Barron, consulting engineer, of Washington, have been received and circularized among participants in the informal engineering conference.

FCC Actions

(*Continued from page 92*)

night use and change transmitter location.

AM—1240 kc

Gene Burke Brophy, Flagstaff, Ariz.—CP new station 1240 kc 250 w and unlimited hours.

AM—1430 kc

KLO Ogden, Utah—CP to install new directional antenna for day and night use.

FM—Unassigned

San Mateo County Broadcasters, San Mateo, Calif.—CP for a new FM (Community) station to be operated on frequency to be determined by FCC and coverage of 70 sq. mi.

Applications Tendered for Filing:

AM—1490 kc

Madrazo and Diaz, a co-partnership between Jose R. Madrazo and Ruben Diaz Atiles, Fajardo, Puerto Rico—CP new station 1490 kc 250 w and unlimited hours.

AM—1430 kc

The Lansing Bcstg. Co., Lansing, Mich.—CP new station 1430 kc 500 w and daytime hours.

AM—720 kc

Radio Virginia Inc., Richmond, Va.—CP new station 720 kc 1 kw and daytime hours.

AM—1230 kc

McMinnville Bcstg. Co. Inc., McMinnville, Tenn.—CP new station 1230 kc 250 w and unlimited hours.

AM—1340 kc

Timberwolf Bcstg. Co. Inc., El Paso, Tex.—CP new station 1340 kc 250 w and unlimited hours.

AM—1030 kc

Utah Bcstg. and Television Co., Salt Lake, Utah—CP to change frequency from 570 to 1030 kc increase power from 5 to 50 kw install new transmitter, directional antenna for day and night use.

WTOC Uses Trailers

TRAILERS are being used by WTOC Savannah, Ga., as program promotion at four of city's leading movie houses. Both local and CBS programs are featured.

PHILADELPHIA'S NO. 1 *Independent*

SPORTS! MUSIC! NEWS!

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

Atheist Case

(Continued from page 20)

atheists. I don't think the FCC should have indulged in such a dissertation as they did. I think they are too far afield to go to such an extreme. Protestants, Catholics and Jews all agree on the fundamentals of religion—the love of God and fellow-man. We all believe God is just, kind and merciful.

My own opinion is that time on the radio is limited and stations cannot give time to all who would speak on the air. Since 99% of the American people are definitely anti-atheistic, I should think radio could solve the problem easily by setting up a priority system, giving priority to the leaders of the various denominations representing that 99% of our people who believe in God, instead of ruling off completely the atheist.

FATHER SHEEY—The FCC dictum in the case of Robert Harold Scott affirms that irreligion has as much right to the air as religion, that disbelief is as entitled to broadcast rights as belief. This is a strange doctrine to be promulgated by an official Government agency in a nation founded on these propositions: "That all men are . . . . endowed by their Creator with certain unalienable rights . . . That to secure these rights, Governments are instituted among men."

And the reasoning of the Commission is as peculiar as its conclusions. They point out that there are many diverse conceptions of God, implying that they are not merely diverse but mutually exclusive, as that the Supreme Being is to some people "a God of stern justice" and to others "a God of mercy." And they add: "So diverse are these conceptions that it may fairly be said, even as to professed believers, that the God of one man does not exist for another;" in other words, that for the Catholic all Protestants are atheists and for the Protestant all Jews are atheists. Of course this is arrant nonsense.

The Commission concludes by arguing that "immunity from criticism is dangerous," which apparently means that religion as a whole and all religions individually ought to be subjected to public criticism over the air. This is contrary not only to the code of the National Assn. of Broadcasters but to the decision in the Shuler case in which it was held: "If it be considered that one in possession of a permit to broadcast in interstate commerce may, without let or hindrance from any source, use these facilities, reaching out as they do, from one corner of the country to the other, to . . . offend the religious susceptibilities of thousands . . . then this great science, instead of a boon, will become a scourge, and the nation a theatre for the display of individual passions and the collision of personal interests.

BISHOP OXNAM—I am not an atheist. I am an American. I believe as an American that an atheist has the same rights to express his opinion as I have to express my opinion as a theist. If he cannot hold the attention of his listeners, I take it he would lose his audience just as any radio speaker holds or loses his audience in terms of worth of his message or performance. Better programs by religious leaders and less protest is probably the answer.

Sale of WAZL to Local Businessmen For $270,000 Awaits Approval of FCC

SALE OF WAZL Hazleton, Pa., by the Steinman brothers, principals of the Mason-Dixon Radio Group, to a syndicate of local businessmen for $270,000, subject to FCC approval, was announced last Friday, coincident with filing of the transfer application.

The station, operating on 1450 kc with 250 w fulltime, is an NBC outlet, and was earmarked for sale under FCC regulations after the Steinmans had acquired full ownership of WRAW Reading several months ago.

Purchasers include Victor C. Diehm, WAZL station manager for the past 13 years, who remains in that capacity and becomes an officer and director of the company; E. H. Witney, local contractor and anthracite coal man; George M. Chisnell, another well-known coal company executive of Hazleton, and Hilda M. Deisroth, wife of a local department store owner.

Consistent with the Avco open bidding procedure recommended by the FCC, the station is being advertised locally for 60 days. Hazleton Broadcasting Service Inc., licensee of WAZL, the stock of which is being sold, is owned in equal parts by J. Hale and John F. Steinman. Messrs. Steinman also operate WDEL Wilmington, WGAL Lancaster, WRAW Reading, WORK York, WKBO Harrisburg and WEST Easton, as well as the Lancaster Newspapers Inc.

The transaction was handled for all parties concerned by Clair R. McCullough, general manager of the Mason-Dixon Group.

CHICAGO PROGRAMS INDICATED BY MBS

PROSPECTS that Mutual would stimulate Chicago network production this fall by adding several WGN Chicago shows to its schedule was indicated last week by combined visits of Phillip Carlin, MBS vice president in charge of programs, and Jesse Barnes, vice president in charge of sales, to network's Chicago offices.

Results of three days of conferences with Ade Hult, Mutual's midwest manager, was complete review of all programs now on net's availability list and the consideration of several WGN shows for fall offering. Of these *Crime Files of Flammond* and *Your Right to Say It* are being most seriously considered. Among plans is establishment of a program department in network's Chicago office. Mr. Carlin indicated that he would ask WGN to clear time for several MBS shows not now heard in that city, to include *Meet the Press* and *Carrington Playhouse.*

UOPWA Asking FCC To Investigate NBC

UNITED Office and Professional Workers of America (Ind.) has asked FCC to investigate alleged violations of the National Labor Relations Act by NBC.

Although the UOPWA charges are already on file with the NLRB, the union, in a letter to Acting Chairman Denny, sought FCC action on the ground that NBC is not fulfilling the conditions of its license if it is violating the Wagner Act as charged. Norma Aronson, director of organization of the union, who signed the letter, cited the firing of 11 women employes and other charges previously brought by the UOPWA [BROADCASTING, July 22].

Barnett Stresses Radio Uses to Rotary Meeting

RADIO'S advantage over other media is that it produces an immediate urge to buy, Wells H. Barnett Jr., manager of the sales development department of John Blair & Co., Chicago, told members of the Rotary Club of Midland. Mich.

Accompanied by Charles Adell, manager of the Blair Detroit office, Mr. Barnett appeared before the Rotary Club to trace the history of leading users of spot broadcasting.

Miles Labs

(Continued from page 17)

achieve on the balance of the show and that it misses out with the majority of its listening audience—the farm and rural communities. If Miles should drop the *National Barn Dance,* WLS expects little difficulty in finding a replacement, probably Keystone Wire & Fence Co., another *Barn Dance* veteran.

Walter Wade, president of the Wade agency, said so far no commitments had been made for the Rogers show, but that his son, Jeff, who directs the radio department, and his Hollywood manager, Bob Dyer, have been auditioning the program and expect to make a report next week.

All Miles programs come up for renewal around Aug. 15. These include *Queen For a Day,* MBS; *National Barn Dance,* NBC; *Quiz Kids,* ABC; *Lum 'n Abner,* ABC, and *News of the World,* with John Vandercook, NBC.

Sponsor, one of radio's heaviest time-buyers, uses all networks but CBS and would be on the latter except for a refusal by the network several years ago to accept proprietary medicines.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

CHNS
HALIFAX NOVA SCOTIA

WBNX
DAILY PROGRAMS IN
Italian Polish English German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Excess Insurance Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
WHBF is the local station with influence.
WHBF
BASIC MUTUAL 5KW 1270KC

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

BEST 50,000 WATT BUY OF THE WEEK

Jovial early-morning entertainer with a 10 year reputation for bringing results.

ART BROWN

Available on participation basis

WHN NEW YORK Rep. by RAMBEAU

WCKY

the 50,000 watt voice of Cincinnati

5000 WATTS
590 KC
NBC

WOW

OMAHA Plus

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

Drug Copy

(*Continued from page 18*)

mal conversations on the matter with Justin Miller, head of the NAB, but it has been indicated that the discussions were very general and no concrete results can be expected in the near future. In fact, it is reported that Mr. Miller leans toward a general joint committee covering all advertisers.

Gone a Long Way

It is the opinion of leaders in the proprietary drug field that the industry has gone about as far as it can on its own toward eliminating the basis of most criticism directed toward advertising and radio. In 1944 the Proprietary Assn. revised its Code of Advertising Practices and its constitution and bylaws in an effort to provide teeth for its program of ad control. As Dr. Cullen sees it, the program of self-control is doomed to failure unless media and agencies participate along with drug advertisers to the extent of refusing copy that doesn't meet certain minimum standards. For one thing, the current Proprietary Assn. program covers only members of the group; even if the association could clean up the copy of all its members, non-members would still be able to use objectionable drug copy unless media would refuse to accept copy that did not measure up to previously agreed standards.

In addition, there is the matter of competition—if the Proprietary Assn. limits the advertising copy of its members, non-members may derive a competitive advantage from non-restricted copy unless all media are willing to refuse out-of-bounds copy from any drug advertiser. The same competitive problem exists as between the various media—radio because of its very nature, may have to be somewhat more careful than other media, but radio would be at a disadvantage in competing for its share of the advertisers' dollar if newspapers and magazines accept copy which radio stations have to turn down. A similar problem exists within media—one station or network accepting copy which would be turned down by other stations or networks; one magazine accepting copy which would be turned down by other magazines.

See Mote in Radio's Eye

In the past some newspapers and magazines have seen the mote in radio's eye but have refused to look at their own ad copy; the clear implication is that these newspapers and magazines would be glad to have radio refuse certain ads on the theory that this copy eventually would find its way into their own media. Most recent example of this was the "Editorial" in the May 13 issue of *Life Magazine* which took the FCC Blue Book line in attacking radio advertising. However BROADCASTING Magazine, "bible of the radio industry," analyzed the drug and cosmetic ad content of the same issue of *Life* and was able to cite a number of examples of "bad taste" advertising.

In fact, the major problem in cleaning up drug advertising now involves questions of good *taste* rather than *false claims*. The latter are being handled by the Federal Trade Commission and the Food and Drug Administration.

While Dr. Cullen's proposal is limited to action on drug copy only, it wouldn't be very difficult to expand the plan to include cosmetic copy because both industries are closely related.

Saves Advertising

Actually, the idea that voluntary control of ad copy is a good way of saving the institution of advertising from its vociferous enemies has made some headway in recent months, but this progress has been limited to component parts of the advertising industry and has lacked the necessary catalytic agent to merge all groups into a unified, over-all approach to the problem. For example, the NAB has started work on a code of its own, but thus far the code has not been activated; NAB also has discussed a proposal that all stations have a copy acceptance department. The Newspaper Advertising Executives Assn. has a code which bans fraudulent or misleading advertising, but this is the same sort of thing handled by Government regulatory agencies and does not cover the current problem of *good taste*. At the last closed meeting of the American Assn. of Advertising Agencies, Allen L. Billingsley, president of Fuller & Smith & Ross and chairman of the AAAA's committee on improvement of ad content, asked for a show of hands on the need for a joint committee to handle voluntary censorship—and the showing was overwhelmingly favorable to the idea.

In essence, the position of farsighted leaders in the proprietary field is this: As long as the present situation continues, there will be a constant invitation for increasing Government interference not only with regard to the advertiser but also with regard to the media; the Proprietary Assn. has done all it can on its own to improve the situation; now it is up to media to engage in joint action for the protection of all concerned—to insure that the drug advertiser will be permitted to continue advertising his products and to insure that media will be permitted to continue acceptance of such copy.

Pertussin Places

SEECK & KADE, New York (Pertussin cough syrup), starts a spot campaign effective Sept. 2 on 80 stations for 30 weeks. Agency is Erwin, Wasey & Co., New York.

Foote and Taylor Forming Law Firm

Mr. Taylor

Mr. Foote

A NEW Washington law firm specializing in radio and administrative practice has been formed by Edward A. Foote and Sutherland G. Taylor [CLOSED CIRCUIT, June 24]. Address is Suite 723, 1028 Connecticut ave.

Mr. Foote was named president of WBYN Brooklyn last year following his release from the Navy as lieutenant commander. He served in the Navy as executive assistant to the director of aircraft production and later was executive assistant to the senior member of the logistic organization planning unit for the Chief of Naval Operations.

He has been associated with several Cleveland law firms, for two years was on the legal staff of the Civil Aeronautics Board and was counsel for the *Newark Evening News*, owner of WBYN. Mr. Foote was also a special partner in the Washington law firm of Alvord & Alvord until the opening of his new firm. He is a member of the FCC Bar Assn.

Mr. Taylor is also a member of the FCCBA and until February was a member of the CBS legal staff specializing in FCC matters. Prior to that time he was with Breed, Abbott & Morgan, New York, in general practice and tax work.

Swintz Succeeds Schurz In WSBT Manager Post

WSBT South Bend, Ind., with Robert H. Swintz as new station manager, is laying plans for celebrating its 25th anniversary by installing a new 5000 w transmitter this fall.

Mr. Swintz, commercial manager for the past 10 years, succeeds Franklin D. Schurz, who has been elected secretary-treasurer of the *South Bend Tribune*, owner of the CBS-affiliated station.

FCC Rules Change

INSTALLATION of a portable mobile radio unit in a vehicle which is not at all times controlled by the licensee is now permissible without special authority from the FCC. Licensee was warned to take precautions to effectively eliminate the possibility of the transmitter being used while vehicle is out of his control.

U. S. C of C Weighing Local Disc Series

Use of Top Flight Talent Planned for Local Sponsorship

AN EXTENSIVE radio promotion plan, built around a transcribed program series to be offered stations for local sponsorship, is being considered by officials of the U. S. Chamber of Commerce, Washington.

Planned as a promotion of the American system of free opportunity, the project is expected to arouse community interest and action on the part of local chambers and business firms, with radio in a kingpin position for promotion and participation.

Other Plans

Plans include the eventual establishment of a "Who's Who" of business and a permanent Builders of America Foundation. The radio project is in line with the Chamber's increased interest in assisting its members to sell the system of "American Opportunity." It is independent of the work to be undertaken by the special task force of advertisers in all media [BROADCASTING, July 22], but the project does fall under the overall policy plans of the Chamber and would be underwritten by that organization.

The radio promotion is built around a program, tentatively titled *Builders of America*, which would dramatize the lives of men and women whose achievements were made possible through the American system of free opportunity and who performed distinguished community services.

Employing a large operating budget the series would feature leading radio talent. Quentin Reynolds is being discussed as m. c. NBC Recording Division would produce and distribute the programs for the U. S. Chamber under the supervision of Robert J. Smith Assoc., Washington, which developed the plan for the Chamber's publicity department.

The thrice-weekly quarter-hour series is expected to be offered to stations on an exclusive market basis for 15% of the single quarter-hour evening rate or a minimum of $6.50 per episode on a minimum contract of 39 weeks. Local chambers would assist stations in securing sponsors and cooperate in the promotion activities of the plan.

Selection of persons whose careers are to be dramatized is on basis of nominating by local chambers with final selection by a national board. Nomination is considered a national honor. Part of the proceeds over and above production costs of the program are to be set aside as a fund for scholarships, awards and other projects designed to encourage and assist American youth to develop their opportunities.

A preliminary check of station managers has shown active interest in the plan. Some 500 stations have been set as distribution goal.

The radio promotion plan is patterned after that developed by Robert J. Smith with NAB in promoting war loan programs as chief of Treasury's War Finance radio unit. It is designed to encourage industry participation in planning and execution. The proposed plan makes the local station a focal point of community action.

Mr. Smith also is former MBS and WOR New York account executive. He was retained by the Chamber last winter to handle the C of C-NAM management delegation to the President's Labor-Management Conference.

New Mutual Rate Card Shows 2½% Reduction

MUTUAL's new rate card 15, which becomes effective Aug. 1, 1946, was mailed out last week to advertisers, agencies, etc., showing a reduction of 2½% in discount structure and 67 more stations than were listed in last year's rate card 14.

In an accompanying letter from Z. C. (Jess) Barnes, MBS vice president in charge of sales, it was pointed out that values remained substantially unchanged because in the past twelve months, 40 new markets have been added at an increase in network gross rate of only $40.

LOWE RUNKLE BUYS RAY K. GLENN ADV.

LOWE RUNKLE, former vice president of Ray K. Glenn Adv., Oklahoma City, has announced purchase of the agency. Firm now is operating under name of Lowe Runkle Co., 1366 First National Bldg.

In addition to being president Mr. Runkle is radio director. There are no other changes in the agency's setup. Major radio accounts are Cain's Coffee Co., Arkansas City Flour Mills, Local Federal Savings and Loan Assn., Merit Mills, Oklahoma Operating Co., and Liberty National Bank. Other officers are Roger Pishny, vice president, and Alice Streeter, secretary.

Wheeler

(*Continued from page 20*)

ment. The Senate plans to adjourn *sine die* Wednesday or Thursday and the House expects to complete its business Tuesday or Wednesday. A presidential nomination for the FCC must be considered by the Interstate Commerce Committee and then confirmed by the Senate. This process usually requires several days.

Despite Senator Wheeler's insistence that he would not accept the FCC chairmanship, several close friends were attempting to induce him to reconsider, it was learned. They pointed out that he could complete his term in the Senate and be named shortly after the new year.

General McClure, in his fiftieth year, is a holder of the Distinguished Service Medal awarded in 1943 for "exceptionally meritorious and distinguished services in a position of great responsibility" during the Tunisian campaign. These duties had to do with public relations policy and psychological warfare.

Born in Mattoon, Ill., on March 4, 1897, General McClure was educated at Kentucky Military Institute. His first service was in the Philippine Constabulary in 1916 when he was commissioned in the regular Army as an infantry second lieutenant. He was assigned to London as assistant military attache in 1941 and became military attache the following year. In 1942 he became a G-2 intelligence officer under General Eisenhower in England. The following December he moved to the North African theatre and was assigned to Allied Force Hdqtrs. as chief of the information and censorship section. He returned to ETO in November 1943.

In April 1944 he was assigned to G-6 (psychological warfare) ETO in the British Isles. He was given additional duty as director of the information control service, U. S. Group Control Council, in Germany in March 1945, and headquartered at Bad Homburg. Just a year ago—on July 12, 1945—he was assigned to Seventh Army Hdqtrs. at Atlanta.

General McClure was married to Marjorie Leitch in 1918. They have two children—Robert Dugald and Richard Alexis. He was promoted to brigadier general in 1942. His home is at Madison, Ind.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY CBS STATION IN VERMONT

WCAX

1000 WATTS • FULL TIME

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Holliagbery

CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

COMING.... A NEW VOICE IN CONNECTICUT

WKNB

840 KC • 1000 Watts

New Britain, Connecticut

Worcester Grantee Returns Video CP

Prefers to Drop Black-White For Color Experimentation

PERMISSION to vacate its construction permit for commercial television operation, granted last May 17 by the FCC, has been requested by the Worcester Telegram Publishing Co. Grantee, in its letter to the Commission, premised its decision on the company's conviction that the future of television lay in the upper or color band and, therefor, preferred to drop its present black-and-white low band authorization.

Action parallels that of the Journal Co., Milwaukee, which earlier this year turned in its CP for the very same reason [BROADCASTING, May 13].

The Worcester Telegram Publishing Co. also pointed out to the FCC that in an earlier letter, dated May 2, it had requested the Commission to withhold any action on its commercial television application until a program of research and experimentation had been completed to determine the feasibility of color or black-and-white. Apparently, it was further stated, this request did not arrive in time and the FCC made the subsequent grant of May 17.

Since that time, however, the grantee stated, studies have prompted the Worcester company to believe it would be preferable to abandon plans in the lower band and experiment in the higher band.

Accordingly, the company is preparing to file application for an experimental television station.

Worcester grant was for channel 5, 76-82 mc. Grantee is also licensee of WTAG Worcester.

NAB Building

FINAL NEGOTIATIONS for acquisition of a new building, now owned by the Canadian Embassy [BROADCASTING, May 20, CLOSED CIRCUIT, July 8] will be completed early this week by the NAB, C. E. Arney Jr., secretary-treasurer, announced last week. NAB is buying the building, across the street from present headquarters (1760 N St., N. W., Washington) for a figure within the $225,000 appropriated for the purpose.

Mowrey on Video

TELEVISION, unlike radio in its early days, will receive the wholehearted support of national advertisers, according to Paul B. Mowrey, national director of television for ABC, speaking before the WLW Cincinnati Summer Radio and Television Institute last week.

NAM on Mutual

THE NATIONAL Association of Manufacturers July 25 purchased a quarter-hour on the full MBS network, 9:15-9:30 p.m., when Robert R. Wason, president of the association, spoke on "The OPA Again—Where Do We Go From Here?".

U. S. Education Commissioner Gets One of 8 New AM Stations

GRANTS for seven new standard stations and increase in daytime power to 5 kw for KLPM Minot, N. D., were announced by FCC last Thursday.

Earlier announcement of a grant to U. S. Commissioner of Education John Ward Studebaker and his son, John Gordon Studebaker, for a fulltime local outlet in San Diego, Calif., brought to eight the week's authorizations for new stations. The Studebakers, who also contemplate FM operations, were assigned 1240 kc with 250 w after amending their original application, which sought 1230 kc.

"We want to show that education by radio ought to pay," asserted the elder Dr. Studebaker. He plans to serve as an adviser, while his son will manage the station.

A second station for Oak Ridge, Tenn., the town that started with the atom bomb, was among the authorizations. The grant for 1450 kc with 250 w went to Highlands Broadcasters Inc. First grant for Oak Ridge was issued in May to Frank E. Pellegrin, NAB Director of Broadcast Advertising, and Homer E. Gruenther, Washington representative of Omaha Chamber of Commerce, for use of 1490 kc with 250 w.

The daytime power increase for KLPM was authorized over Comr. C. J. Durr's vote for hearing. KLPM is assigned 1390 kc and now operates with 1 kw day and night.

Grants for new stations were as follows:

Warren, Pa.—Northern Allegheny Broadcasting Co. 1310 kc 1 kw daytime only. Principals: A. David Potter Jr., stockholder in WKMO Kokomo, Ind., president, 13.8%; Homer H. Haines, WKMO assistant engineer, vice president, 8.6%; James M. Potter, Detroit, secretary-treasurer, 12.1%; Stanley R. Johnson, Grand Rapids, 17.2%; W. LeRoy Schneck, Clearfield, Pa., 12.1%. Granted July 25.

Portsmouth, Va.—Commonwealth Broadcasting Corp. 1590 kc 1 kw daytime only. Principals: Ernest Linwood Scott, Kinston, N. C., owner of E. L. Scott Roofing Co., president, 50%; Robert E. Wasdon, former program director, AFN in Germany, and previously with WLPM Suffolk, Va., WRAL Raleigh, N. C. and WFTC Kinston, vice president, 25%; Jack J. Siegal, consulting engineer, formerly with WLPM, WFTC, and WCNC Elizabeth City, N. C., secretary-treasurer, 25%. Granted July 25.

Ogden, Utah.—James B. Littlejohn, chief engineer KNAK Salt Lake City. 730 kc 1 kw daytime only. Granted July 25.

San Diego, Calif.—Studebaker Broadcasting Co. 1240 kc 250 w full time. Principals: John Ward Studebaker, U. S. Commissioner of Education, 75%; John Gordon Studebaker, AAF veteran and former director of Educational Script and Transcription Exchange, Federal Radio Education Committee, (to be general manager), 25%. Granted July 19.

Waukesha, Wis.—W-A-U-K Broadcasting Co. 1510 kc 250 w daytime only. Principals (with 33 1/3% interest each): Carl Taylor, owner of Taylor Farms, 51% owner of Johnson Monument Co., Waukesha, president; Lloyd Burlingham, farm commentator on WLS WMAQ Chicago, vice president; Russell G. Salter, WLS announcer, secretary-treasurer. Granted July 25.

Elko, Nev.—Elko Service Co. 1340 kc 250 w fulltime. Owned by Herschel Bullen, president and 45% owner of KVNU Logan, Utah. Granted July 25.

Raton, N. M.—Southwest Broadcasters Inc. (licensee of KFUN Las Vegas, N. M.). 1490 kc 250 w fulltime. Principals: Laurel Thwaites, 85.5%; E. N. Thwaites, 13.9%. Granted July 25.

Oak Ridge, Tenn.—Highlands Broadcasters Inc. 1450 kc 250 w fulltime. Principals: Sam K. Carson, Clinton, Tenn. attorney, president, 15%; G. Paul Crowder, Nashville, Navy veteran, general manager, 50%; S. O. Ward, owner WLAK Lakeland, Fla. and interested in WHUB Cookeville, Tenn. and WLAC Nashville, 20%; Leonard E. Ladd, Clinton attorney, 15%. Granted July 25.

WEISS SUBSTITUTES IN L. A. HEARINGS

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, substituted for President Thomas S. Lee, who was under a doctor's orders not to participate, in a brief further hearing last week on Don Lee's application for a Los Angeles video station. Mr. Lee has been ill for several years.

Held before FCC Commissioner Ray C. Wakefield on Wednesday, the hearing was continued to Aug. 9 for taking testimony of Howard Hughes, president of Hughes Tool Co., another applicant, who is fighting for his life as the result of an airplane crash [BROADCASTING, July 15].

Mr. Weiss was questioned briefly on the status of the Don Lee estate with particular reference to one aspect of its probate. He said it involved automobile interests which have no connection with broadcast operations, and would be cleared up within a few months. He said the Don Lee system's financial ability and record in television were amply shown during the opening hearing on the eight applicants for Los Angeles' seven video channels [BROADCASTING, May 27].

Davis Confirmed

REAPPOINTMENT of Ewin L. Davis, Democrat of Tullahoma, Tenn., to a third seven-year term as member of the Federal Trade Commission was unanimously confirmed by the Senate Wednesday. While serving in the House of Representatives from 1919 to 1933, Mr. Davis was recognized as an authority on radio legislation. He was a leader in drafting the Radio Act of 1927.

Durr, Walker Dissent

DISSENTING OPINION taking issue with FCC majority's approval of ABC's $3,650,000 purchase of King-Trendle Broadcasting Corp. [BROADCASTING, July 22] was being prepared late last week by FCC Comr. C. J. Durr. Comr. Paul Walker, who also dissented, said he planned to issue no separate opinion. In King-Trendle purchase, ABC acquired WXYZ Detroit and WOOD Grand Rapids but must hold WOOD in trust pending consummation of re-sale.

FEARLESS GEORGE

Robot Pilot Unperturbed By Atomic Cloud

CONTROL box for pilot-less planes is inspected by (left to right) Brig. Gen. Roger M. Ramey, in charge of atom bomb dropping units; Maj. D. H. Whittaker; Col. Harvey T. Alness, and Rear Adm. C. A. F. Sprague, commander of naval air units.

"GEORGE" THE C-1 automatic pilot control which guided four B-17's through the first atom bomb cloud at Bikini, received praise from Army and Navy officers connected with that phase of Operation Crossroads.

Manufactured by the Minneapolis-Honeywell Regulator Co., the C-1 mechanical pilot brought the planes through the atomic cloud with much valuable information on atomic science. The C-1's, for some moments operating without radio control from mother planes, never veered from their courses.

Observers were: Col. Harvey T. Alness, commander of the radio-controlled Forts; Col. Robert E. Jarmon, field evaluation supervisor of Task Group 1.5, Lt. Col. Thomas C. Kelly, chief of the radio control section of the drones and Brig. Gen. Roger M. Ramey commander of AAF in the Bikini experiment.

Regional Meet Set

WITH A. O. Buckingham, vice president in charge of Cluett, Peabody & Co., as principal speaker Brand Names Research Foundation will hold its regional meeting in San Francisco on Sept. 11. Brand names in the 11 western states which have been in existence 50 years or more will be honored at meeting. Vernon Churchill, president of the Advertising Association of the West, is to be chairman. Mr. Buckingham is founder of the foundation.

Contest on NBC

FIVE 1946 automobiles and 50 combination radio-phonograph sets will be offered as prizes in the Alka-Seltzer jingle contest which Miles Labs., through Wade Adv. Chicago, inaugurated July 27 on its *National Barn Dance* over NBC. Contest will run for four weeks and is limited to the U. S.

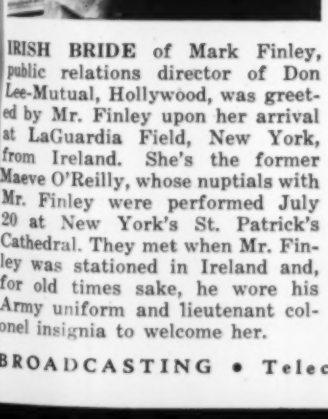
EARNINGS ARE HIGH FOR GENERAL MILLS

GENERAL MILLS, Minneapolis, makers of Gold Medal Flour, Wheaties, Bisquick, etc., and one of the biggest users of radio, last week reported net earnings of $7,146,107 for the fiscal year ended May 31, 1946, as compared with $6,474,493 for the preceding year. Earnings were equivalent to slightly less than 2½ cents on each dollar of sales.

Total sales amounted to $298,675,000, compared with $280,839,000 for the previous year. The volume of flour and package foods delivered reached new peaks, with scarcity of grain causing a general slowing up of production during the final months of the fiscal year. Output of the firm's mechanical division, high before V-J Day (fire control instruments), decreased substantially as a result of converting to peacetime operations (home appliances and industrial machinery). The new automatic Tru-Heat Iron., first in a new line of General Mills' home appliances to be sponsored by Betty Crocker, is now in production, and distribution will begin shortly through 17 district sales offices. Other items in the line are being readied for production.

Program to Tour

THE *Gene Autry Show*, sponsored on CBS Sun. 7-7:30 p. m. by Wm. Wrigley Jr. Co., Chicago, goes on tour Sept. 15 when it broadcasts on that date and Sept. 22 from WBBM Chicago. From Sept. 29 through Oct. 20 program will be aired from CBS New York studios and on Oct. 27 and Nov. 3 the show will originate from WEEI Boston. Agency for Wrigley is Ruthrauff & Ryan, New York.



IRISH BRIDE of Mark Finley, public relations director of Don Lee-Mutual, Hollywood, was greeted by Mr. Finley upon her arrival at LaGuardia Field, New York, from Ireland. She's the former Maeve O'Reilly, whose nuptials with Mr. Finley were performed July 20 at New York's St. Patrick's Cathedral. They met when Mr. Finley was stationed in Ireland and, for old times sake, he wore his Army uniform and lieutenant colonel insignia to welcome her.

COST OF TOLERANCE: $20,000

Lee Hats Pays Heavily to Put Pearson On Steps of Georgia's Capitol

IT COST an estimated $20,000 for Drew Pearson to speak against the Ku Klux Klan from the steps of the State Capitol at Atlanta. According to Harry Trenner, radio director of Wm. H. Weintraub & Co., New York agency, costs included approximately $1,000 for the Lloyd's million-dollar insurance policy on Mr. Pearson's life, $5,000 for fullpage ads in the *New York Times* and the *Danbury* (Conn.) *News-Times*, and other costs, adding up to the $20,000 figure.

Mr. Trenner also pointed out that Lee Hats, Mr. Pearson's sponsor, had "stuck their chin out" in supporting the commentator in his anti-KKK broadcast in the heart of the Klan country. It was also a bold step on the part of the network, ABC, as nets are not prone to enter into controversial issues.

Writing his "Radio in Review" in the New York *Herald Tribune*, John Crosby devoted three-quarters of his column to the broadcast. "It wasn't the speaker but the audience that made this broadcast an instructive experience," he writes.

Through its cheers for Talmadge and intolerance, and boos for tolerance, he continues, the audience "brilliantly though unwittingly (revealed) that in Georgia it is still fashionable to strike anti-Semitic, anti-clerical and anti-Negro attitudes. . . The fact is not exactly a secret but the broadcast brought it home with a dramatic impact that couldn't be achieved in a dozen books on the South. I knew they behaved that way, but actually to hear them behave that way was an education in itself."

Utilization of BMB Reports Discussed at N. Y. Conference

WAYS IN WHICH the buyers and sellers of radio time can make use of the data contained in the forthcoming BMB reports on station and network audiences throughout the country were discussed by a group of about 100 representatives of advertisers, advertising agencies, stations, networks, retailers and station representatives last Wednesday at an afternoon meeting at BMB headquarters in New York.

The session was the first of six pre-publication clinics to be held on consecutive Wednesdays, July 24-Aug. 28, 2:30-4 p. m., for the benefit of the New York users of the BMB data which will be published in October. A similar series will be started in Chicago in the near future and a sound movie is being planned for use by local advertising and sales groups throughout the country.

Conclusions Evolved

Philip Frank, executive secretary of BMB, who conducted the meeting, began with a description of nine uses of the BMB data suggested by advertising agencies he had previously interviewed. These are: (1) to help compare radio with other media under consideration for a campaign; (2) to evaluate stations and networks; (3) to determine which station to use to reach a given market; (4) to select stations or network to match product distribution and sales; (5) to select stations to supplement other media; (6) to allocate radio costs to sales districts; (7) to promote programs more effectively; (8) to foster dealer and distributor tie-in advertising; and (9) to evaluate other research.

Three major conclusions about BMB evolved from the presentation and the ensuing discussion. First, while "BMB audience" and "ABC circulation" are not exactly comparable, BMB will give the radio time basic audience data for stations and networks on a uniform basis throughout the country as ABC supplies circulation data for newspapers and magazines.

Second, BMB is not a one-purpose operation, useful only in comparing audiences of stations or of networks. The nine uses described, Mr. Frank said, are only the beginning. He pointed out that the data are published and in daily use by the sellers and buyers of radio time. Unquestionably many other uses will be found for the BMB figures.

Third, BMB is not a magic formula which will solve all time-buying problems automatically and eliminate all need for judgment on the part of time-buyers.

Both Mr. Frank and those who took part in the discussion pointed out that BMB data comprise only one factor in the whole complicated picture of planning a radio advertising campaign, that they do not replace or compete with program ratings, that station rates as well as station audiences must be taken into consideration, that the advertiser's sales and distributive organization will influence the selection of stations, and that good programs broadcast at the proper times will command larger audiences than poor or wrongly-placed programs. But BMB does supply a uniform yardstick heretofore lacking for station and network audiences, giving the timebuyers a sounder basis for the exercise of their judgment.

CHICAGO VIDEO CP IS GRANTED TO ABC

ABC was granted a construction permit for a new television station in Chicago last Thursday, two weeks after the network completed negotiations for use of WBKB, Balaban & Katz station there [BROADCASTING, July 15].

FCC's action gives ABC its second television grant, the network having acquired permit for a Detroit outlet in its purchase of King-Trendle Broadcasting Corp. [BROADCASTING, July 22]. ABC television applications for Los Angeles and San Francisco are pending.

ABC was authorized to operate on channel 7, 174-180 mc. Visual power is 30 kw, aural 15 kw with antenna height of 613 feet. Grant is contingent upon CAA approval and that ABC install frequency monitor with accuracy of .001% or better when available.

ABC grant is third such authorization for Chicago. Zenith Radio Co., now conducting experimental broadcasts, holds a commercial CP and the Balaban & Katz station is in operation.

LEMMON, WATSON CITED BY WAR DEPT.

WALTER S. LEMMON, president and founder of World Wide Broadcasting Foundation and vice president of Globe Wireless Ltd., and Thomas J. Watson, president of International Business Machines Corp., have been presented with citation awards, at the direction of the War Dept., for the development of radiotype and cryptographic equipment. The citations were presented by Brig. Gen. F. E. Stoner, chief of army communication, at IBM world headquarters in New York.

Sun Spots Interfere With Short Wave Radio

ELECTRICAL disturbances associated with sun spots were blanking out short-wave broadcasts in the 2 to 30 mc band over the weekend, and more disturbances were expected.

Short-wave stations in New York and San Francisco on Thursday reported their signals faded into silence for a period of several hours during the severe sudden inospheric disturbance of that day. Navy Radio Central in Washington had the same experience with conditions returning to normal Thursday night.

Auto Lite on 100

ELECTRIC AUTO-LITE, Toledo, O., is to start a six week spot campaign on about 100 stations throughout the country. The agency is Ruthrauff & Ryan, New York.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Announcer needed for top 250 watt network station. Must be experienced in announcing and control board operation. Excellent opportunity for steady reliable man. Give all pertinent information in first letter. Wire or write Gene Carr, WHBQ, Hotel Gayoso, Memphis, Tennessee.

Radio time salesman wanted to do constructive selling. Must write copy for own accounts. No high pressure selling. NBC station, well established. Rocky Mountain area. Box 449, BROADCASTING.

One of the leading independent stations in one of the largest markets in the country has an immediate opening for a good salesman. Organization also owns FM station and anticipates a television property in the near future. Kindly send full details first letter, including experience and expected salary. Excellent opportunity for the right man. Box 561, BROADCASTING.

Trained salesman—Experienced in both farm and urban markets. Splendid opportunities in big midwest market. Guaranteed salary plus commission. Box 570, BROADCASTING.

Progressive chain of Intermountain west stations needs combination announcer-engineers. First class tickets essential. Opportunity to get set with rapidly expanding firm where ability, versatility and hard work will pay off. Tell your complete story and state expected starting salary. Box 589, BROADCASTING.

Announcer! "Radio Jobs" lists announcing jobs open throughout country. Send for free sample copy. Radio Jobs, 545 Fifth Ave., New York, N. Y.

Aggressive salesman wanted for Texas station. Give full details. Box 592, BROADCASTING.

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Experienced salesman for independent 500 watt station in southern city of 75,000. Write Box 616, BROADCASTING.

Staff for new eastern station—Salesmen, copy writers, and announcers needed. Box 625, BROADCASTING.

SOUTHERN STATION WANTED FOR CASH

I want to buy a good station (at least 1 kw) located in or near Georgia, Alabama or Mississippi. All cash available. Send full details in absolute confidence to C. B. Gay, 1140 N. Randolph Street, Arlington, Va.

I FEEL I'M READY

Manager or commercial manager, 5 years experience, 5 kw station, market 85,000, local and national sales, successful selling record. Desire greater opportunity for ability and earnings with progressive station, where hard work and results count. Interested in purchasing interest in local station. Veteran, age 29, married, family, college. Desire only a permanent position that offers a real future for one who can produce. Box 629, BROADCASTING.

ARE YOU A SALESMAN

With imagination, drive and success in local program selling? This radio station has know-how for local programming and merchandising. We are located in a large southern city. We have network affiliation. We have excellent classification of accounts and unusual financial arrangement for right man. Perhaps you have the qualifications we are looking for. Write and tell us, will you? Our staff knows about this ad. Box 628, BROADCASTING.

Chief Engineer Wanted

For FM station of established New Jersey newspaper. State salary, include photo and all data on FM experience. References will be checked. Box 620, BROADCASTING.

Help Wanted (Con'd)

Engineers! "Radio Jobs" lists engineering jobs open throughout country. Send for free sample copy. Radio Jobs, 545 Fifth Ave., New York, N. Y.

Sales manager—Small market station sales experience essential. KONP, Port Angeles, Washington.

Wanted—First class operator-announcer. WKEU, Griffin, Georgia.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Wanted—Copywriters, engineers—announcers, managers. Radio Reliable Resources (Employment Agency) Box 413, Philadelphia.

Engineer-announcer. NBC station has excellent opportunity for two good combination men. Must have first class license with emphasis on announcing ability. Married men preferred who want to settle permanently in one of California's most interesting cities. Weekly salary $60.00 for forty hours. Wire, write or phone Manager, KCRA, Sacramento, California.

Operator-announcers for new 250 watt network station in the heart of Montana's scenic wonderland. Start about August 15, pay $40.00 for 40 hours, with some overtime. 15,000 population smelter town with lakes, streams and forest close by. Chance for advancement in progressive outfit where working conditions are right. Audition record and information to Don Jones, Mgr., KANA, Anaconda, Mont.

Wanted—Experienced local radio salesman for station 10 years old. Send full information, first letter, to Gerald J. Morey, WNLC, New London, Conn.

New Manchester, New Hampshire, station has the following positions open, commencing September 1: commercial manager, program director, announcers and engineers. Write qualifications and salary requirements to H. S. Killgore, P. O. Box 887, Grand Central Station, New York City.

Announcer—Network station in prosperous southwest area wants best announcer available within our budget. No control work. Ideal working conditions. Send full details, salary requirements and transcription. P. O. Box 711, Harlingen, Texas.

Operator—First class license. KWFC, Hot Springs, Arkansas.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

First class operator, 250 watt Mutual station. Write giving background information, salary expected. WSSV, Petersburg, Virginia.

First class engineer wanted for 5 kw daytime ABC station. Radio Station WRRF, Washington, North Carolina.

Program director wanted by New England network station. Must be able to supervise copy, production and traffic and to take charge of special events and public service shows. We want a good organizer who can rule the roost. Salary $70.00. Veteran preferred and no applications considered except men who can be interviewed Chicago week of July 29 or New York week of August 5. Write Advertiser, c/o Avery 333 N. Michigan Ave., Chicago or 565 Fifth Ave., New York City.

Chief engineer wanted for excellently equipped new station in beautiful, mountainous southern metropolitan district. Must definitely be sober, conscientious and experienced in installation from ground up and standard everyday facility supervision. In first letter include picture and state full particulars regarding past experience, earliest availability, salary expected, references, other background. Box 637, BROADCASTING.

Wanted—Top salesman for new basic network 250 watt station. Salary and commission basis. Contact WHUM, Berkshire Hotel, Reading, Penna.

Wanted—Chief operator for new basic network 250 watt station. Also require engineers with first class operators tickets. G.I.'s with family preferred. Contact WHUM, Berkshire Hotel, Reading, Penna.

Situations Wanted

Nine years experience announcing, selling, managing. Want job on 250 watt in small town with chance to eventually buy interest. Capable, dependable. Box 392, BROADCASTING.

Salesman—Well experienced, hard worker, high volumes, ideas, prefer west coast. Family man. Box 541, BROADCASTING.

Experienced, first class operator, 11 years in radio. Can do combination. Have had construction experience. 33, married, veteran. Available on 10 days' notice. Answer Box 546, BROADCASTING.

Attention new station applicants! Experienced station owner-manager, Washington resident and himself a new station applicant, can help you with your application; your hearing; and construction, staffing, and management after CP granted. Box 560, BROADCASTING.

Announcer-newscaster. Network quality. Experienced with many type shows. Also write, act, direct. College grad, married, age 24, ex-Naval officer. Box 574, BROADCASTING.

Engineer—Thoroughly qualified to assume responsibilities of any position on your engineering staff including that of chief engineer, plant supervisor or technical director. 18 years experience, construction, installation, operation, maintenance. 100 watt to 50 kw, including three years as chief engineer and executive officer for an entire region of the Army Communications Service. Now employed 5 kw network affiliate. Available on short notice. Salary open. Box 581, BROADCASTING.

Returned veteran, now employed in sales department 5 kw network station desires change. Ten years in all phases radio including management and sales. Write full details to Box 586, BROADCASTING.

Young veteran, experienced on news, announcing, platter shows. References. Prefer central or western states. Box 587, BROADCASTING.

Why not get that application on file? We handle all details for you in an efficient expedient manner. Let us make your idea a reality now! Box 594, BROADCASTING.

Veteran, age 25, 2 dependents. Anxious to get started in radio after 3½ years Army. 6 months AFN experience. 3 years college journalism. Graduate nationally recognized school. Can write continuity. Interested in announcing and continuity. Highest recommendations. Available August 15. Want 5000 watt or under. Box 607, BROADCASTING.

Stop, look, and above all listen to an announcer who isn't half-bad. Three cents will get you an ET. All-round experience. Will travel. Box 608, BROADCASTING.

News editor—Unusually complete background and experience, wants to build news department for new station, preferably newspaper owned. Correspondence invited. Box 617, BROADCASTING.

Want public relations or continuity writing in radio. Experienced newspaper editing—reporting, film ad continuity, general advertising and sales promotion work. Box 618, BROADCASTING.

Unusual amateur experience. Broadcast season major college basketball, also nightly P.A. newscast for 6,000 audience while in Navy. State tennis tourney, interview shows, drama. As professional writer have sold slicks. Announcing or script job. Box 619, BROADCASTING.

First Class license—15 years general radio experience; broadcast experience as operator, announcer, newscaster, chief engineer. Family man, doesn't drink or smoke. W. A. Bobisud, Midvale, Idaho.

Transmitter operator maintenance—veteran First class phone and telegraph. Served seven years as chief radio officer aboard ship. One year maintenance Signal Corps. Anxious start broadcasting. Good technical background. James Calderon, 462 Carrol Street, Brooklyn 15, New York.

Situations Wanted (Cont'd)

Assistant to general manager—Fifteen years in program department of one of radio's most highly respected organizations. Rich, versatile background. Now seeking opportunity to prepare further for top executive spot. Married. Best references. Box 634, BROADCASTING.

Continuity writer—15 years experience. Know sales and how to produce selling copy. Prefer station or agency in west or southwest. Available Septembebr 15. Box 624, BROADCASTING.

Chief engineer last 5 years. College grad, 1st license, 34. Permanent—wants west coast. Box 627, BROADCASTING.

Versatility—Network experience sports, news, general announcing, programming. Permanent position, good salary. Will consider combination work at substantial bonus. Have 1st class license. Vet. Box 630, BROADCASTING.

Program director—Experienced on 50 kw and 5 kw regionals. Former network writer-producer. Original ideas facilitate sales, improve ratings. Recipient national award for vital public service show. Know music, post war special events. Box 631, BROADCASTING.

Hollywood trained announcer—short on experience, long on ambition. Will travel anywhere. Box 632, BROADCASTING.

Announcer—Familiar with all phases of station operations. Specializing in newscasting and sports. Anxious to obtain permanent position. Will consider G.I. Training Bill if desired. 30 years old, married. No smoke or drink. George Beam, 3152 113th St., Inglewood, Calif.

Announcer—experienced. Veteran, 33, neat appearance, married, one child. 3 years civilian experience as newscaster and staff announcer, theatrical background. Would like position as newscaster and/or announcer with chance in program department. Ralph F. Ellis, Rt. 2, Norristown, Penna.

Available—Qualified, announcer-operators, salespeople, copywriters. Radio's Reliable Resources, Box 413, Philadelphia.

FOR SALE

●

Well established North Carolina local station. Affiliated with the American Broadcasting Co. Will sell all or part interest. Investment or management participation. Box 633, BROADCASTING.

MORNING MAN

M. C., singer. 15 years experience in radio showmanship. Want change from prominent eastern station. Can furnish good reason and best agency and station references. All inquiries promptly acknowledged.

BOX 622, BROADCASTING

FOR SALE

1000 watt full time clear channel station on Pacific Coast. Owner retiring

BOX 621, BROADCASTNG

WBKB to Run Own Production ABC Is Told at Golf Pickup

WBKB, Chicago's lone television station, does not intend to allow outside interests to control its production department.

ABC was informed of this, definitely but politely, at the start of four days of television broadcasts of the All-American Golf Tournament, July 25-28 from Chicago's Tam O'Shanter Country Club.

Publicity releases from both network and station indicated the divergence of opinion as to just who was responsible for the Tam O'Shanter broadcast. Said ABC: "With the cooperation of the United States Rubber Co., ABC will televise for the first time in video history a major golf tournament." Said WBKB: "Balaban & Katz station WBKB will make television history over the week-end beginning July 25 when the station's special events division will bring Chicago viewers their first armchair glimpse of a major golf tournament."

Although ABC ordered a crew of engineers and production men from New York to supervise the broadcasts, which were sponsored jointly with the United States Rubber Co., WBKB's own production manager, Reinald Werrenrath Jr., and its engineering staff, directed the television of the tournament, with cameras located in the observation booth atop the club's newly constructed club house.

The golf tournament broadcasts were the first to be made with Orthicon scanners, on loan from RCA, following arrangements made by Capt. William C. Eddy, WBKB television director, with RCA officials in New York. WBKB also made use of RCA 0800 mc relay equipment for the first time. Results of the broadcasts were termed the finest in the station's history.

Captain Eddy, in explaining the policy of the station toward sponsorship of its television schedule, said WBKB would never permit itself to become "merely a clearing house for outside agencies."

He added that the station would gladly assist ABC or "any other sponsor" to learn television production, but that WBKB production and engineering personnel would continue to supervise and operate its cameras.

Harvey Marlowe, of ABC's production department, arrived in Chicago to produce the remotes but his activities were confined to observing the broadcasts from a video receiver and relaying instructions to WBKB's control rooms by telephone.

Available immediately, experienced staff announcer. Last position 50 kilowatt NBC affiliate. Married veteran. Please state salary. Jack Allott, 1042 Strand, Hermosa Beach, California.

Announcer—veteran. Excellent professional recommendation. Single, 25, reliable, ambitious. Will go anywhere. Albert Yuni, 762 Georgia Ave., Brooklyn 7, N. Y.

Wanted to Buy

Three-phase transformer with reactor to deliver 8000 volts rectified DC from 4 to 10 Amps. Box 568, BROADCASTING.

Two insulated, guyed or self-supporting vertical radiators 225 ft. or a little higher. Box 569, BROADCASTING.

Married couple—Long experience in radio, wish to buy for cash 250 w station in market over 25,000 or contract to manage station with option to buy stock. Write full details in confidence to Box 623, BROADCASTING.

Local radio station preferably but not necessarily with network affiliation. Replies strictly confidential. Box 626, BROADCASTING.

For Sale

Transmitter—Temco 250 watt in original crate with two sets of tubes. Converted by Kluge Radio Co. $3,000.00. Box 365. Fort Worth, Texas.

Immediate delivery—FCC approved 250 watt transmitter—Temco 250 GSC converted for broadcast use. $2000 f.o.b. Huntington, West Virginia. Complete with 2 set tubes, spare parts and 2 ovens with crystal for 1450 kc, operation. Never used. Call, wire or write Huntington Broadcasting Corporation, P. O. Box 390, Huntington, West Virginia. Telephone 7097.

Recording amplifier — complete with rack, 4 channel mixer, versatile equalizer, meter panel and main amplifier. Excellent condition. $350 f.o.b. Also one 100 watt R. C. A. horn $95. Damon Transcription Laboratory, 1221 Baltimore, Kansas City 6, Missouri.

Two new transmitter racks—par metal, type C, with a panel space of 70 x 30 inches in original crates. Radio Station WWSR, St. Albans, Vermont.

For sale—One RCA studio console—type 76-A complete with one set of tubes. Easy to install and maintain. Also, one RCA 70-A turntable with both vertical and lateral pickup. Above equipment ideal for economically minded new C.P. holders. Package price most reasonable. Wire or write Lincoln Dellar, KXOA, Sacramento, Calif.

Miscellaneous

Disc jockey's comedy material. Box 493, BROADCASTING.

Field Intensity Meter, RCA 308A. Will trade for RF Bridge and RF Oscillator. Box 558, BROADCASTING.

Writers Guild - AAAA Negotiations Resume

NEGOTIATIONS between the Radio Writers Guild and the American Assn. of Advertising Agencies looking toward establishment of an overall writers contract are scheduled to be resumed in New York July 31.

It was understood that a partial agreement, involving the rights of one-time writers, had been reached. The agreement included, it was said, the right to sell shows again for rebroadcast, for films, for the legitimate stage, etc.

The Four A's objected to announcing the terms of the one-time writers contract until an overall contract for writers is established, and it has polled its full negotiating committee for a decision as to whether the announcement should be made. The results of the poll will be revealed at the July 31 meeting.

CBS PROGRAMS CUT BY GENERAL MILLS

GENERAL MILLS, through Dancer-Ftzgerald & Sample, has notified CBS that it would discontinue sponsorship effective Aug. 23 of two of its oldest daytime serials, *Valiant Lady*, 9-9:15 a. m., and *Light of the World*, 9:15-9:30 a. m., both CDT and heard Monday through Friday with origination from WABC New York.

General Mills said the cancellation was based on company's decision to reduce its estimated $6,407,000 radio budget because of Government restrictions on wheat and labor difficulties. Cancellation means a $1,000,000 loss in billing for CBS. Network also must find replacements for the programs, properties of General Mills. Products advertised have been Gold Medal flour (*Valiant Lady*) and Cheerios (*Light of the World*).

Sponsors' other programs on NBC and ABC will not be affected by the economy move and the company actually hopes to restore its radio budget if future grain conditions improve.

Raytheon Marine Sales Moved to Submarine Co.

FOLLOWING the merger of Submarine Signal Co., Boston, with Raytheon Mfg. Co., New York, H. J. W. Fay, president of Submarine Signal, announced last week that Raytheon's marine sales and service division has been transferred to Submarine Signal Co., which becomes the marine division of the parent company.

The marine division of Mackay Radio and Telegraph Co., will also continue as an agent for the distribution and maintenance of Raytheon's mariners pathfinder radar in the U. S.

I. C. Clement, vice president of Submarine Signal, is in direct charge of the company's sales activities and has named James Thompson to manage government contract services; Clark C. Rodiman, sales manager, with James J. Tynan as assistant sales manager; Kenneth V. Curtis as application engineer, and H. W. Hollis as equipment service manager.

NBC Launches Fifth Annual Promotion Campaign, Parades Stars Across Nation

NBC executives at New York headquarters last week twirled the batons to start the network's fifth and greatest annual promotion campaign, the Parade of Stars.

The executives piped the marching orders to affiliated stations in a closed circuit broadcast last Thursday. Said they, this would be the biggest, gaudiest parade yet and NBC's fall programs would be adorned with trappings so glittering that eyes would be dazzled from Martha's Vineyard to San Diego.

In the closed circuit broadcast, station managers were addressed by: Niles Trammell, NBC president; Clarence L. Menser, vice president in charge of programs; Easton C. Woolley, director of Stations Departments; Sydney H. Eiges, manager of the Press Department, and Charles P. Hammond, advertising and promotion director.

Preparations for the campaign have been extensive. Roy C. Porteous, the network's audience promotion manager, announced that a new bandbox to be used as a display piece and filing cabinet for national network promotion kits would be delivered to stations before the month's end. Many of the bandboxes will be sent to stations by air freight. They will replace the chipboard cabinets issued to stations during the war.

The promotion kits to be used in the bandboxes are prepared for local use, each kit containing glossy pictures, mats and promotional copy for one NBC show. Mr. Porteous pointed out that the promotional material emphasizes the local station, and the only reference to the network in much of it is the appearance in prepared advertisements of a small NBC trademark. The kits will be delivered to stations by Aug. 8.

As a showcase for NBC's fall programs, the network will present two cavalcade-type programs on which most of the NBC stars will appear. The shows will be broadcast Sunday, Oct. 13 from 4 to 6 p. m. (EST) and on Monday, Oct. 14 from 10:30 p. m. to 12 midnight.

In the planning stage is a series of half-hour recorded programs to be mailed to NBC affiliates for local promotion.

As a promotion refresher to station promotion managers who may have rusted during service in the war, the network's Advertising and Promotion and Press Departments will send out copies of a booklet, "Notes to a Promotion Manager," to assist local managers to get the most out of the Parade of Stars campaign.

M. J. B., nationally known disc-jockey, is leaving KRNT to participate in the ownership of a new radio station in another city. His Hoopers have been number one for 7 of his 8 daily quarter hours. Can you fill his shoes? We want to hear from you if you can. Not a $50,000 per year deal—but far above the average. Contact Phil Hoffman, KRNT, Des Moines, Iowa.

BITTER OPPONENTS in Georgia's gubernatorial election, Eugene Talmadge (right), apparent winner, who campaigned mainly by radio, and Ralph McGill (left), editor of the strongly anti-Talmadge *Atlanta Constitution*, were interviewed on election night in the *Constitution*'s news room by John Fulton of WGST who holds the microphone.

Mitchell Honored

EVERETT MITCHELL, farm director for NBC Central Division, Chicago, and long known as commentator on network's *National Farm and Home Hour* (Sat. 12 noon CDT), July 27 received the award of merit presented annually by the National Safety Council. Award was tendered for his voluntary service as chairman of the Council's farm radio committee and for promotion of the National Farm Safety Week.

FTC SEEN CHANGING ADS FOR RADIO SETS

NEW INTERPRETATIONS regarding advertisement of radio sets, with particular reference to advertisement of tube complements and rectifier tubes, are expected from the Federal Trade Commission by late summer.

Radio Manufacturers Assn. officials, who have conferred with FTC authorities regarding detailed and specific interpretations covering such advertisements, said they expected the definitions to come within 30 to 60 days. They advised set manufacturers not to prepare new advertisements or printed literature based solely on previous interpretations.

FTC officials said that in addition to conferences with RMA, they had received inquiries from "two or three" individual manufacturers growing out of FTC charges that some concerns have misrepresented the number of tubes contained in sets by counting non-functioning, tuning beacon, or rectifier tubes.

WDAR to ABC

WDAR Savannah, Ga., effective Sept. 1 joins ABC as an affiliate station of the southeastern group. Owned by A. C. Neff, WDAR is a new station now under construction to operate full time with 250 w on 1400 kc. John P. Dyer is manager.

Grant to Thompson in Altoona Proposed; Rome Gets Final OK

REITERATING its stand in favor of local ownership and experience in serving local listeners, FCC last week proposed to grant the application of Roy F. Thompson, general manager of WFBG Altoona, Pa., for a new station in Altoona and deny the conflicting application of Altoona Broadcasting Co.

In another proposed decision, the Commission looked toward denial of Chronicle Publishing Co.'s application for a new 250-w station on 1230 kc at Marion, Ind., on grounds of excessive interference involving other stations in the area.

Rome Gets Grant

FCC also made final its proposed decision to grant Copper City Broadcasting Corp.'s application for a new Rome, N. Y. station on 1450 kc with 250 w fulltime, denying applications of *Utica Observer-Dispatch*, Midstate Radio Corp., at Utica [BROADCASTING, June 17]. Copper City is owned by Myron J. Kallett, motion picture theatre executive.

Both Altoona applicants requested fulltime operation on 1240 kc with 250 w power. In proposing to grant the Thompson application, the Commission noted that stockholders and officials of Altoona Broadcasting Co., although qualified financially and in other respects, do not have Mr. Thompson's qualifications for providing immediate public service in Altoona.

Another factor, FCC said, "is the fact that members of Altoona Broadcasting Co. own a controlling interest in station WMRF in Lewistown and, with their other commercial interests in that city, might well continue to be primarily interested in Lewistown rather than Altoona."

Principals in Altoona Broadcasting are Herbert T. Wolf of nearby Hollidaysburg, president of Wolf Furniture Co., president; J. S. Woods, Thomas C. Matthews and W. J. Woods, all of Lewistown, each owning 25% in WMRF. Thomas W. Metzger, general manager of WMRF, who planned to leave the Lewistown station to be manager of the proposed outlet at Altoona.

In the Marion case, FCC based its proposed denial on interference which would result between the proposed outlet and several existing stations including WHBU Anderson, Ind.; WCPO Cincinnati; WBOW Terre Haute; WJOB Hammond, and WTOL Toledo. After comparing losses and gains in populations which would receive service as a result of the operation, FCC reported it was "unconvinced that sufficient reasons exist to justify our sanction of the radical exception to the Standards [of Good Engineering Practice] here opposed."

Chronicle Publishing Co., the applicant, publishes daily newspapers in Marion and Sarasota, Fla., and has applied for an FM station at Marion. The company is headed by David B. Lindsay of Marion and Sarasota and is principally owned by himself (31.06%) and members of his family. The application said the FM application would be pressed even if the AM request were denied.

FM Applicant in N.Y. Admits AFM Local May Get Interest

THE AMERICAN Federation of Musicians' biggest, richest local—802 of New York—last week was disclosed as an interested party in the application for an FM allocation in New York.

The disclosure came during testimony on behalf of the application of the Unity Broadcasting Corp., an organization formed by the International Ladies Garment Workers Union, for an FM outlet, at FCC hearings in New York.

Fred Umhey, president of the UBC and secretary-treasurer of the ILGWU, told FCC examiners that the UBC would probably admit other unions to its FM operation. Among these, he said, was Local 802 which already had expressed a strong interest in joining the ILGWU in the project.

Four other unidentified unions, two of them AFL and two CIO, were also considering joining, Mr. Umhey reported.

The wealthy ILGWU, said Mr. Umhey, was prepared to underwrite an ambitious program of FM receiving set distribution to build up the New York FM audience. He said it already had arranged with a manufacturer whom he did not name to produce 20-25,000 FM receivers within 90 to 120 days for distribution to ILGWU members at cost. Mr. Umhey said that preliminary survey of ILGWU members indicated that 1 of every 10 of its total membership of 198,000 would buy an FM set.

Morris Novik, consultant to the Unity Broadcasting Corp., testified concerning proposed programming. He said that the ILGWU's famed labor stage, which produced the review, "Pins and Needles," would work as an experimental group for the proposed FM station.

On Monday, the *Newark* (N. J.) *Star-Ledger* presented a comprehensive exhibit dealing with the necessity of FM in the heavily-populated northeastern part of New Jersey. This section, containing 25% of the population in the metropolitan area is served only in a secondary nature by New York stations, the applicant claimed, adding that New Jersey residents had every right to first class radio reception emanating from their home state.

The rest of the week was taken up mainly by labor groups. These latter applicants based their claims to broadcast mostly on what they felt was labor's inability to receive equality on the air under present conditions in radio.

All their exhibits purported to show that they would give their audiences a preponderance of public service, with commercialism held to an absolute minimum. Under cross examination, however, the labor groups admitted that if their original plans were not feasible, they would increase their commercial time.

Labor groups applying were the Amalgamated Broadcasting System, backed by the Amalgamated Clothing Workers; The Unity Broadcasting Corp., ILGWU, and the NMU Broadcasting Co., of the National Maritime Union (CIO). On Friday, the Board of Missions and Church Extension of the Methodist Church was to present its brief.

Drug Survey

SEEKING to ascertain 1947 trade promotion plans of its 217 wholesale members who annually distribute 100,000 products valued at $750,000,000, the National Wholesale Druggists Assn. has inaugurated a survey under the direction of Fred M. Truett, Southwestern Drug Corp.; Dallas, chairman of the association's trade promotion committee. The survey's results will be ready for disclosure at the organization's fall meeting to be held in Atlantic City, when an exhibit of trade journal advertising, radio scripts, direct mail, training merchandising manuals, brochures, house organs and other material will be on display.

Levinson Gets Approval For Pontiac Purchase

ACQUISITION of control of WCAR Pontiac, Mich., by President H. Y. Levinson, already half owner, through the purchase of George W. Stutz' 30.2% interest for $42,400 [BROADCASTING, April 15] was approved by FCC last Thursday.

Mr. Levinson has been president and general manager of the 1-kw daytime station since it went on the air in 1939. WCAR operates on 1130 kc. The station also has a construction permit for an FM outlet.

Mr. Stutz plans to devote full time to his law practice and business interests. Remaining stockholders are Thomas Chawk (8.4%) and Morris Garvey (6.2%), attorneys, and Dr. L. Warren Gatley (5.2%).

At Deadline ...

FINAL CPS GIVEN 17 FM GRANTEES

REGULAR construction permits for 17 new FM stations announced by FCC Friday. All received conditional grants previously subject to engineering approval.

FCC also granted Scripps-Howard Radio petition to dismiss, without prejudice, application for FM in San Francisco, and modified CP of Minnesota Broadcasting Co. (WTCN Minneapolis) to specify Channel 246, 97.1 mc, with 400 kw effective radiated power, antenna height 480 feet.

CPs went to:

Lehigh Valley Broadcasting Co. (WSAN), Allentown, Pa.; WKST Inc. (WKST), New Castle, Pa.; Laurence W. Harry, Fostoria, Ohio; Broadcasting Corp of America (KPRO), Riverside, Calif.; Capital Broadcasting Co., Annapolis, Md.; Tuscora Broadcasting Co., Dover, Ohio; Radio Broadcasting Corp. (KVMV), Twin Falls, Idaho; Keystone Printing Service, Waukegan, Ill.; Bethlehems' Globe Pub. Co. (WGPA), Bethlehem, Pa.; Democrat Printing Co., Durant, Okla.; Uniontown Newspapers Inc., Uniontown, Pa.; Washtenaw Broadcasting Co. (WPAG), Ann Arbor, Mich.; WHBY Inc. (WHBY), Green Bay, Wis.; R. G. LeTourneau (WRLC), Toccoa, Ga.; Home News Pub. Co., New Brunswick, N. J.; A. H. Belo Corp. (WFAA), Dallas, Tex.; Hawley Broadcasting Co., Reading Pa.

TWO MORE AM GRANTS

GRANTS for new 250-w locals at Berlin, N. H., and Altus, Okla., announced Friday by FCC, bringing week's grants to 10 (see story page 100). Friday's were:

Berlin, N. H.—White Mountains Broadcasting Co. 1230 kc 250 w fulltime. Principals: Charles S. Holbrook, former ABC account executive, president, 17% plus (to be commercial manager); Gerald E. Stetson, Berlin, 11% plus (to be general manager); Richard B. Washington Jr., Berlin, Navy veteran, 11% plus (to be chief engineer); Arthur J. Bergeron, district attorney, Coos County, N. H., 17.4%. Granted July 25.

Altus, Okla.—Altus Broadcasting Co. 1450 kc 250 w fulltime. Principals: Frank E. Wimberly, New Mexico Director of Vocational Education and Supervisor of Agricultural Education, president, 30% (to be general manager); Harrington Wimberly, his brother, Altus newspaper publisher, former president Oklahoma Press Assn. and OWI state director, 49%; Mrs. Margaret W. Childress, 20%; Mrs. Harrington Wimberly, 1%. Granted July 25.

WIP STRIKE STILL UNSETTLED

NO SETTLEMENT in sight Friday on two-week-old strike of American Communications Assn., Broadcast Branch, Local One, (CIO) against WIP Philadelphia. Management operating station reports no sponsors lost and additional business gained last week. Station using 1000 w auxiliary transmitter, but resumed operations on 5000 w Friday. Benedict Gimbel Jr., president, acting as record librarian, and Ralph Minton, publicity director, is disc m.c. on all-night program *Dawn Patrol*. Picketing failed to keep studio audiences away, station says.

LICENSE RENEWALS to May 1, 1949, announced Friday by FCC for WIND Chicago, KFQD Anchorage, WDBO Orlando and respective auxiliaries; KOH Reno; KVOS Bellingham, Wash.; KXOK St. Louis; WILL Urbana, Ill. (For renewals announced earlier, see FCC Actions, page 84.)

SHORTWAVE MONOPOLY BY U. S. BANNED UNDER BLOOM BILL

IF SENATE passes House-approved version of Bloom Bill (HR-4982) authorizing State Dept. to conduct international information and cultural affairs program, State Dept. would be prevented, under amendment by Rep. John Vorys (R-Ohio) from competing with private media, including radio, and from creating monopoly in shortwave field.

As BROADCASTING went to press bill was awaiting Senate action, companion measure by Sen. Elbert D. Thomas (D-Utah) having been reported favorably by Foreign Relations Committee. Vorys amendment provides "that nothing in this Act shall be construed to give the Dept. of State a monopoly in the production or sponsorship on the air of shortwave broadcasting programs, or a monopoly in any other medium of information." Amendment also specifies State Dept. must identify all broadcasts, printed matter, etc., as to Government or private source. American Assn. of Newspaper Editors fostered identification proviso.

LOVE ASKS 1010 KC RETENTION

GORDON LOVE, head of CFCN Calgary, Alta., told Parliamentary Committee Thursday of willingness to sell station to listeners provided CFCN can retain 1010 kc and increase power to 50 kw. Mr. Love's frequency one of three CBC seizing (earlier story, page 58). Mr. Love suggested CBC's new 50 kw Alberta station operate on 1060 kc, frequency offered to him, and locate in Southeast Alberta. Plan for selling station approved by municipal and agricultural groups in station's listening area.

KPOA APPOINTS PETRY

APPOINTMENT of Edward Petry & Co. as exclusive national representatives for new KPOA Honolulu, was announced Friday by Henry C. Putnam, general manager and partner in Island Broadcasting Co. Station, on 630 kc with 5,000 w, expects to begin about Sept. 1. KPOA established mainland studios and offices in Fairmont Hotel, San Francisco.

'QUIZ KIDS' TIME SOUGHT

WADE ADVERTISING Co., Chicago, looking for new time for *Quiz Kids*, which it handles for Miles Labs. Alka-Seltzer. Now on ABC, program opposite *Rogue's Gallery*, NBC summer replacement for *Fitch Bandwagon*, and *Blondie* on CBS. By fall it would have to contend with Fitch schedule of Alice Faye, Phil Harris and Jack Benny as frequent guest. *Quiz Kids* may shift to another net (earlier story on Miles plans page 17).

WTRY TO CBS JAN. 1

WTRY Troy, N. Y., now ABC affiliate, effective Jan. 1, 1947 joins CBS as network's exclusive outlet in Albany-Troy-Schenectady area. At same time CBS will drop current affiliate in Albany, WOKO, which has been involved in proceedings with FCC on Commission's denial of license renewal on grounds of hidden ownership. Case now pending before U. S. Supreme Court. WTRY, 980 kc with 1000 w, owned by Troy Broadcasting Co.

CLAIM VIDEO RECORD

NBC television station WNBT New York claimed new record of 34 hours of broadcast time in one week. Total number of hours, according to NBC, more than any other television station carried in one week before. Telecasts included National Professional Tennis Championships from West Side Tennis Club; boxing matches sponsored by Gillette Safety Razor Co.; *Esso Television Reporter; For You and Yours, Face to Face*, sponsored by Standard Brands; *Voice of Firestone Televues;* RCA *World in Your Home*, and Bristol-Myers *Geographically Speaking*.

Closed Circuit

(Continued from page 4)

plan is being followed "voluntarily" in view of FCC edict that, otherwise, applications will be kept pending.

FCC other day handled hot potato, first deciding it one way and then reserving itself by same vote—four to two. When WIP Philadelphia was struck by American Communications Assn. (CIO), station asked permission to switch to 1 kw auxiliary transmitter but union protested. Question arose whether FCC would aid in "strike breaking" if it granted authority to use auxiliary. In morning Commission concluded it would deny application, Jett, Wakefield dissenting. That afternoon it reversed itself, Durr, Walker dissenting.

WHILE KWJJ Portland, Ore., may be on block [CLOSED CIRCUIT, July 22], Dorothy and Ted Thackrey, of *New York Post*, WLIB New York, KYA San Francisco, KLAC Hollywood, deny any active interest or negotiations for purchase of station.

THAT NAB Convention in Chicago next October will set you back $22.50 if you want whole ball of convention wax. Registration fee set a $15, including luncheons. Closing banquet, Thursday night Oct. 24, is $7.50 per head.

FCC REPORTEDLY looking askance upon contingent applications for facilities; i.e., when an applicant files for assignment to be vacated by existing station applying for something better. Proponents agree procedure balls up routine and feel applicants should come in front door rather than on someone else's coattails.

NAB Employe-Employer Relations Committee still having difficulty finding top man to head expanded operation with certain committee members chafing to get job done. One proposal has been promotion from within NAB staff organization as opposed to original plan to retain outstanding specialist in labor relations.

WITHIN fortnight newly formed Daytime Petitioners Assn. will file petition with FCC seeking immediate hearing on request that fulltime assignments on six Mexican clear channels be authorized [BROADCASTING, July 8]. Contention is that "gentlemen's agreement" permits this and that fulltime can be accomplished with directionals. Additionally suggested that signatories to NARBA be asked to sanction such operation.

NAB MAILS FIRST MANAGEMENT STUDY

FIRST NAB radio management study in series of 10 being mailed to more than 500 small market stations, but available to larger outlets on request. Digest of 12 pages on actual operation of 250-w MBS affiliate in southern city under 25,000 (otherwise unidentified), covers place of station in community, organization, executive setup, production, programming, promotion, sales, rates, 1944-45 income, employes, wages, etc.

Entire series under supervision of Arthur Stringer, NAB Director of Special Services, near completion. Small Market Stations Executive Committee authorized survey, which is copyrighted by NAB and confidential.

KFBK Sacramento seeking 50 kw on 1530 kc, directional antenna fulltime, in FCC application reported Friday. Station with 10 kw on same channel, also used by WCKY Cincinnati with 50 kw directionalized after Sacramento sunset.

Calves for Greece

BORDEN Co., sponsors of *County Fair* on CBS Saturdays, building four programs around presentation by Borden of three Jersey calves to Greece. Calves will be on stage during Aug. 10 broadcast. Aug. 17 program to feature pickup from Newark airport when calves take off for Greece. Arrival in Greece to be aired Aug. 24. On Aug. 31 Gus Kaloss, Greek-American who accompanies animals, will be on *County Fair*. Agency, Kenyon & Eckhardt.

FIVE SHIFTED TO HOOPER

FIVE FIRMS, former exclusive CAB subscribers, turned over to C. E. Hooper Inc., New York, for Program Hooperatings service. Emerson Drug Co., Geyer, Cornell & Newell Inc., National Distillers Products Corp., Pedlar & Ryan Inc., and J. B. Williams Co.

FM CONSTRUCTION MUST BE SPEEDED

(Continued from page 4)

henceforth will be announced simultaneously.

FCC couched warning in page-long Public Notice. When Commission's Notice issued, FCC records showed 514 FM applicants with licenses, CPs, conditional grants, or engineering approvals. Of these, 57 stations in operation or about to go on air.

Questionnaire for permittees, to be sent to present permit holders and to accompany CPs issued in future, must be filled out within 15 days after date given in CP for commencement of construction.

Text of Public Notice and questionnaire (blank spaces for answers not shown):

PROGRESS OF FM BROADCAST STATION CONSTRUCTION

It has come to the attention of the Commission that holders of conditional grants and construction permits for new FM broadcast stations have, in some instances, been dilatory in the planning and construction of their FM stations and in providing an FM broadcast service at an early date. In the interest of full development and utilization of FM broadcasting, the Commission feels that such delays cannot be permitted.

Conditional Grants—In the conversion of conditional FM grants to construction permits it has often been necessary to request additional information from grantees, and in some cases considerable time has elapsed before this information was received by the Commission. When the Commission announced the policy of making conditional FM grants, a period of 90 days was specified within which additional engineering material could be supplied. This length of time is no longer considered necessary, and it is expected that engineering material or other information, when requested, will be supplied within a maximum of 30 days thereafter. In this respect, the Commission wishes to point out that the recent revision of the FM rules provides brackets of antenna height and effective radiated power for Class A and Class B stations; a considerable number of applications may, therefore, be completed without individual request for further information. Should it appear that undue delay occurs in furnishing necessary information to satisfy the terms of the conditional grant, the Commission will review the grant to determine whether the application should be designated for hearing and the grant cancelled.

Construction Permits—Construction permits are being issued as quickly as possible following receipt of necessary information, and the Commission expects that FM station construction be carried forward expeditiously. In cases where an application is filed in which to extend the completion date specified by an FM construction permit (8 months after issuance) and where it appears that the permittee has not been diligent in proceeding to construct the station as quickly as possible, the Commission will review the application with particularity to determine whether such extension application should be granted or designated for hearing. In acting on requests for extension of time, the Commission will consider the promptness of a permittee's efforts to secure equipment and other materials and his efforts to provide an FM broadcast service promptly with interim equipment. Even though complete equipment may not be immediately available, the Commission expects permittees to use interim equipment to provide an early FM service and to install remaining equipment as rapidly as it becomes available. Such operation is now being conducted by a number of conditional grantees and permit holders.

In order that the Commission may be kept fully advised in the above matters, information thereon is being requested from FM permittees at the time specified by the permit as the required commncement of construction (2 months after issuance). An inquiry directed to this end is being sent to present permit holders and will be sent with construction permits issued in the future.

INQUIRY CONCERNING CONSTRUCTION OF FM BROADCAST STATIONS

In order that it may be fully advised concerning the progress of construction of your FM broadcast station, the Federal Communications Commission requests that you furnish the information called for below.

Instructions for Replying: (1) Two copies of this form are enclosed. Keep one copy for your files; mail one copy to the Federal Communications Commission, Washington 25, D. C. (2) Fill this form out immediately (within 15 days) after the date specified in your construction permit as the requfred commencement date for construction. (3) In your answers give the status of your construction as of the date when you are required to commence construction.

1. Has an order been placed for the FM broadcast transmitter specified by your construction permit? If such an order has been placed, give date of purchase order and promised delivery date.
2. Has the transmitter or any unit thereof been delivered? If answer is yes, indicate which units have been received and estimate percentage of installation completed.
3. Has an order been placed for the FM antenna supporting structure? If answer is yes, give date of purchase order and promised delivery date.
4. If the antenna supporting structure has been received, estimate percentage of construction completed.
5. Has an order been placed for the FM antenna described by the construction permit? If answer is yes, give the date of the purchase order and the promised delivery date.
6. Has the FM antenna or any portion thereof been received? If answer is yes, estimate the percentage of installation completed.
7. Must property be purchased or leased for the transmitter location? If answer is yes, has a title or lease been secured? Date of title or lease:
8. Must property be purchased or leased for the studio location? If answer is yes, has a title or lease been secured? Date of title or lease:
9. Has construction begun at either transmitter or studio location? If so, estimate percentage of construction completed.
10. Has an application been submitted to the Civilian Production Administration in your local area for a building permit? If answer is yes, has it been acted upon? If so, what authorization has been granted?
11. What steps, if any, have been taken to commence an FM broadcast service with interim equipment pending the completion of full construction?
12. If interim operation is planned, what are the promised delivery dates for the following equipment for such operation: Transmitter _____; Antenna _____; other major items of equipment (name them _____).
13. If interim operation has begun, give the commencement date of such operation. If interim operation is planned but has not begun, give the date at which operation is expected to begin.
14. Give the transmitter power, type of antenna and antenna height employed or proposed for interim operation.
15. If interim operation is not planned, give the reasons therefor.
16. Sign here and identify station:

People

DR. FRANK STANTON, CBS president, caller at White House Friday noon. He presented informally to President Truman album of transcription of President's recent radio addresses.

WELLS W. SPENCE elected vice president and member Plans Board of Hanly, Hicks & Montgomery, New York advertising agency. Mr. Spence formerly advertising director of Centaur Division of Sterling Drug, supervising radio activities.

FRED WESTER, formerly of Spot Sales, joined New York sales staff of WIBG Philadelphia.

JAMES P. LAPPIN Jr., formerly assistant stations relations manager of Keystone Broadcasting System, New York, appointed stations relations manager of disc network.

ALLEN E. and IRVING L. BRAUN, after four years with Army in product and system research, organized The Marketing Institute of America, New York. Located in Empire State Building.

WILLARD Y. STOCKING, former vice president-general manager, Grant Adv., Buenos Aires, now account executive with Fuller & Ross, New York.

PROPER BIKINI CREDIT SOUGHT

REPORT received from radio correspondents at Bikini "Baker" test last Wednesday stated number of commendatory messages received by certain naval officers aboard USS *Appalachian* on pool broadcast description of underwater atomic explosion. To get record straight, report said, should be pointed out credit is misdirected because all network correspondents broadcast from USS *Mt. McKinley*. Therefore any credit should go to Lt. Commdr. Charles Colledge, chief radio engineer aboard flagship and his staff of technicians and program men, Lt. Commdr. Bill Wood, Lt. Bill Mitchell and S/Sgt. David Simmons, BROADCASTING was advised. Bouquet also tossed to Capt. K. N. Gentry, chief communications officer, who fought our battle at every turn, they added (atom story, page 15).

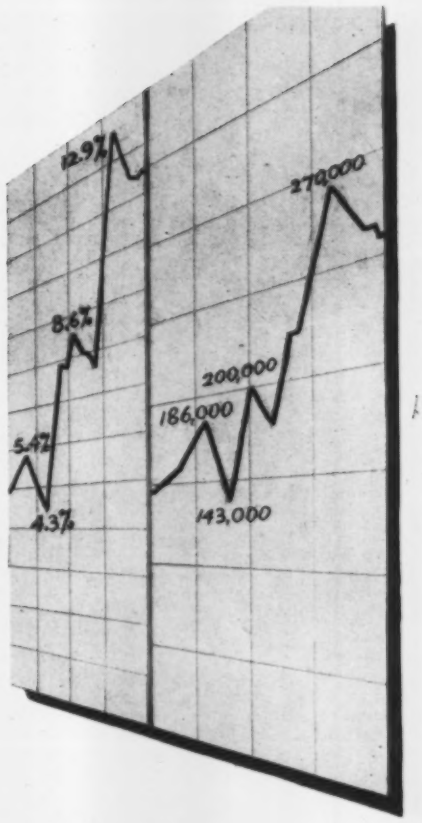
NBC-SCHWERIN CONTINUE

AGREEMENT to continue experimental audience reactions testing for rest of year reached Friday by NBC and Schwerin Research Corp. H. M. Beville Jr., NBC research director, said under Schwerin system recorded reactions of individual listeners from groups of 300 can be analyzed by sex, age, income or otherwise. Data obtainable within 24 hours. Horace Schwerin, president of Schwerin firm, began experimenting in radio audience reactions before war, during war was in charge of testing programs and Quartermaster Corps training announcements for troops, receiving Legion of Merit and Oak Leaf Cluster for achievements.

BASEBALL DISCS ON 410

AMERICAN Legion's *Play Ball*, NBC-produced, recorded baseball series featuring quizes of major league players, now going to 410 stations, according to Charles G. Hick, manager, Recording Sales, Radio-Recording Division, NBC. Discs distributed free by Legion.

What do you want PERCENTAGES or PEOPLE?



MARKETS are people, not percentages. Ratings have meaning only in terms of homes reached. And they are projectible only to the segment of population represented by the sample.

In adopting the Nielsen Radio Index, WLW has now made it possible to obtain a program rating for the entire WLW Merchandise-able Area, based on an accurately representative cross-section, sampling every element of the total population, in exact proportion to the 1940 census.

Thus, an area rating of 10 means that 270,804 families were reached by the program, in 325 counties in seven midwestern states. A rating of 30 on the same program, from an urban-telephone sample in the city of Cincinnati, would represent only 43,500 homes (30% of the total phones listed in the Cincinnati telephone directory).

THE NIELSEN RADIO INDEX . . . is of vital importance to you. It gives a minute by minute picture of all radio listening in the WLW merchandise-able area . . . shows total audience for each station and program . . . holding power . . . total minutes of listening . . . difference between urban and rural listening.

All this, and more, is available now through the Nielsen Radio Index to help you plan your advertising more effectively in the great Midwest.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION